

Desert Junior College District Election Set for Jan. 21



CHARTING JUNIOR COLLEGE district organization here last night were state and county education officials and members of the joint Palm Springs and Coachella Valley Union High School District boards of education and their administrators. The group, which approved Jan. 21 as election date for the college district, included, at left, Wallace Muelder, Palm Springs superintendent; Gail Brumwell, Coachella Valley superintendent; Ben Laffin, Coachella Valley board member; seated, left to right, Howard Carr, Coachella Valley board president; Fred Morrison, Palm Springs board president, and Dr. Drayton Nuttall, chief of the state Bureau of School District Organization; standing, left to right, Ray Johnson, county schools superintendent; Palm Springs board member Frank Muller, and George Hale, of the state division of public school administration. (Sun Photo)

Arrest Made In Kidnap, Attack Of Young Girl

Local police yesterday arrested and charged 26-year-old Rudolph (Rudy) Fontes with the alleged kidnaping and attack of a 12-year-old Palm Springs school girl early New Year's Day.

The girl, who first picked out the man in a police lineup at headquarters after he was arrested by Detectives F. A. (Steve) Stevenson and Carroll Vogelaar, later made positive identification by hearing his voice and confronting her attacker.

FONTES HAS MADE no comment other than "I have never seen the girl before."

Fontes has a police record that dates back to 1947, which shows that he did a total of 16 months and 20 days for a score of crimes including lewd conduct, "peeping tom," disturbing the peace, vagrancy, grand theft—person, forgery, burglary and drunk, police officers reported.

HIS ARREST yesterday was the result of an investigation which took just over 36 hours to complete.

He is charged with the kidnaping and attack of the 12-year-old girl who he allegedly forced out of her home at 1 a.m., New Year's Day, and took about a half mile from her home where he subjected her to three hours of terror before releasing her and allowing her to go home.

According to Lt. Robert White, Fontes will be arraigned in Palm Springs Judicial District Court today.

BOGERT ADDRESSES ROTARIANS, HANEY IS NEXT SPEAKER

PALM DESERT — Desert Turf Club President Frank Bogert addressed members of the Palm Desert Rotary Club at their weekly Shadow Mountain Club luncheon meeting today. Program chairman was Phil Franklin.

Rotary president Don Hamilton announced that Fred Hanev, manager of the champion Milwaukee Braves, will speak at the club's Jan. 10 meeting.

'Outlook for 1958' Given By Cooper

Jimmy Cooper, manager of the Palm Springs Chamber of Commerce, was the featured speaker at Thursday noon's meeting of the Lions Club in the Starlite Room of the Chi Chi and his topic was "Outlook for 1958."

Dr. C. E. Smith, director of the Desert Museum, was chairman for the day and introduced the speaker.

TELLING HIS listeners that the way to "avoid troublesome details is to stick to the long range view," and outlining the grief that befalls most forecasters, "whether it's weather or football," Cooper said that one thing he was sure of in 1958 was that, unless something drastic happens, the year will have 365 days.

Discussing the predictions for 1958 by economic experts and present factors which could be viewed with pessimism, Cooper said the long range view discounted much of the gloomy outlook.

TURNING TO THE future in Palm Springs, he said:

Junior College District Election to Be Held Jan. 21

Armed with the unanimous approval of the State Board of Education, County Schools Supt. Ray Johnson last night set Jan. 21 as the date for election of a desert area junior college district.

Setting of the election date, which becomes official with posting of notices Monday, was quickly followed by selection of March 25 as tentative date for election of a college district board of governors.

LAST NIGHT'S action, culminating six months of concentrated planning, drew the unqualified approval of representatives from the Palm Springs Board of Education and Coachella Valley Union High School District Board of Trustees.

Both agencies met in a special meeting here to plot a timetable for creation of the college district which will see operation of a new institution by 1960.

ORIGINALLY SCHEDULED for March, the program for organization of the college district was accelerated to its present timetable when it became known that the district must be chartered by Feb. 1 to qualify for the inclusion on the tax rolls July 1.

Johnson last night pointed out that a junior college budget must be prepared by July 1 and said his office would cut all possible red tape to hit the March 25 target date for election, at large, of the proposed five-man governing board.

Both elections will be financed by the county schools office.

ON JAN. 21, voters from a 4,000 square - mile - area will be asked to create a college district encompassing the joint Palm Springs and Coachella Valley Union High School districts.

Operating with complete unanimity, members of the joint boards last night worked rapidly to examine voting precincts and plot means of promoting the forthcoming election. It was hoped that the Chambers of Commerce and Parent - Teachers Association groups in the areas concerned would join in promotion of the college district.

The joint board prepared a statement of need for the junior college district to be mailed to the voters. The statement, reads in part:

"Certainly world conditions must affect large and small countries and communities throughout the world. And Palm Springs will prosper or decline somewhat in a relative fashion as the rest of the world does.

"However, I do not think we need worry too much. I really feel the economy is going to make a vast improvement and soon.

"AND WE HAVE an unusual community here. During the depression days back in the early 30s, my recollection is that Palm Springs had a fairly healthy business climate. Certainly the depths of the depression were not felt as deeply here as they were in most places. Our economy is a wider one and reaches a larger segment of the people than it did in those days.

"Our customers are going to find a way to get their winter sun and relaxation.

"We must continue to fight and preserve the community which we love, so it remains a pleasant place for pleasant people."

"A COMPREHENSIVE study by the State Department of Education showed a compelling need for a junior college district to serve this desert area. It is believed that the beginning enrollment would be about 400 students and would continue to grow as the area develops.

"The state report shows the proposed new district would, financially, be well able to support an excellent program."

THE STATE BOARD of Education gave its approval for formation of the district at a Los Angeles hearing yesterday morning.

State board members reflected views of local school officials with the opinion that the two - year college would be an invaluable means of supplying badly needed higher education to students who would either go elsewhere for their studies or who would not

attend college because of financial difficulties, Johnson said.

Hillary, Conqueror of Mt. Everest, Wins Pole Race

WELLINGTON, New Zealand, — Sir Edmund Hillary, 38, the man who climbed to the top of the world on Mt. Everest, reached the bottom of the earth at the South Pole today.

In doing so, he won a double race. He beat a rival British team and he did it with less than 20 miles of fuel remaining.

HILLARY AND four other New Zealanders thus became the first men to reach the South Pole overland since Britain's Capt. Robert F. Scott in 1912. Scott perished on the return journey.

It was a close call for Hillary and his men. They had only one drum of gasoline left aboard their snow-cat tractor after a 24-hour forced march that covered 70 miles. The remaining drum was good for barely 20 miles.

The five men were so bushed that the instant their sextant reading indicated the pole, they camped on the spot.

THEY SPURNED the comfort of

the relatively luxurious American polar base two miles away and bedded down as soon as they radioed their success.

"Steering by the sun from earlier fixes, we came bang on base," Hillary radioed to New Zealand's Scott Base at McMurdo Sound.

"We are all very tired, but well and very pleased to have arrived."

As for the fuel supply — "It was sufficient for 20 miles, we were cutting it very fine."

HE HAD ORDERED the rest of their fuel jettisoned to speed the expedition's trek over piled-up ice and snow.

It was a desperate gamble, but it paid off.

The New Zealanders' rivals, Britisher Dr. Vivian Fuchs, 50, and a dozen men, were 200 miles on the other side of the Pole.

The latest word from Fuchs was a message dated Thursday. In it he gave his position as 87 degrees south—some 200 miles from the Pole.

THE DISPLAY OF force, the greatest by the Red army in Berlin since the workers' revolts of June, 1953, indicated the Soviets attached the greatest importance to the deserters. There was wide speculation one was a general.

The Russian emigre Truchnovich Committee in Berlin first reported the defections and another Russian Emigre group, the Soviet Resistance Organization, in Frankfurt, known as N.T.S., backed it up.

The N.T.S. said the quick action by the Soviet army blocked the flight of deserters on an even larger scale.

THE TRUCHNOVICH Committee, named for Russian anti-Communist Alexander Truchnovich who was kidnapped by Soviets in West Berlin three years ago, said it learned at least six members of an anti-Communist resistance group in the Red Army deserted New Year's Eve.

WEATHER

Desert Area Forecast: Sunny today and Saturday. Windy at times. Little temperature change. Highs today 55-65 upper valleys, 65-75 lower valleys.

Yesterday's high was 73; low was 35.

The Desert Sun

14 Pages

The Desert Empire's Daily Newspaper

PHONE FA 5-5005

VOL. XXXI, NO. 105

The Desert Sun, California, Friday, Jan. 3, 1958

Single Copy 10c

Gales, New Cold Wave Hit Florida, East Coast

Red General Said Among 6 Deserters

4 Reach Asylum Despite Intensive Manhunt By Troops

BERLIN, W — Russian refugee groups reported today that six Soviet soldiers deserted in Communist East Germany New Year's Eve and four of them beat their way to the West through a ring of Soviet troops.

The emigre said one deserter was shot and captured and another was still at liberty.

THE ESCAPE PLOT, coming while the Communists were celebrating their biggest holiday, touched off unprecedented activity by Soviet troops on the borders of Berlin.

The Soviet troops rushed to border posts Wednesday night and conducted an intensive manhunt in the Soviet sector of Berlin. They kept it up until about noon today when they turned the posts back to the East German Communist guards.

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Hagerty told reporters the new budget, which he has said will be balanced, came up at the meeting "just in passing." He said he believes its final dollars and cents figure has been "virtually decided."

IN ROUND NUMBERS it will be about 74 billion dollars. Officials said the huge spending program, a peacetime record, is complete except for some minor adjustments



CARL LYKKE, left, past president of the Riverside County Boy Scout Council, confers with Mayor Jerry Sanborn about the Eagle Scout Recognition Banquet which will be held at El Mirador Hotel on Monday evening, Feb. 10. (Desert Sun Photo)

President Reviews Budget With His Cabinet Today

WASHINGTON, W — President Eisenhower reviewed his State of the Union Message and briefly discussed his proposed 74 billion dollar budget with members of the Cabinet today.

Afterward he presided at swearing in ceremonies for members of the new Civil Rights Commission and discussed their duties with them at the commission's first official meeting.

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Low Marks Recorded in Miami Area

Snow Common In Area East Of Mississippi

By UNITED PRESS

The bitterest cold wave of the winter gripped most of the nation east of the Rocky Mountains today and the Weather Bureau promised little relief.

Below freezing temperatures were reported along a line from the Carolina coast into Southern Alabama and Mississippi and northwestward into the Texas Panhandle.

THE COLD AIR pushed into Northern Florida while the Southeast Florida coast was battered by damaging gale winds up to 35 miles an hour for the second straight day.

The howling winds shattered windows, uprooted trees and disrupted power in the Miami area. Gale warnings were hoisted from Daytona Beach to the Keys.

TORRENTIAL RAINS accompanying the storm caused local flooding and threatened heavy damage to winter vegetable crops in Southeast Florida, including Dade County's rich tomato crop. Sub-zero readings were common in the Dakotas, Minnesota, Wisconsin and as far south as Illinois and Iowa.

The greatest drop in temperatures was reported in New England where mercury dipped 10 to 18 degrees in the past 24 hours.

HEAVY SNOW piled up along the south shore of Lake Erie with more than a foot of drifting snow reported along a belt reaching from the Buffalo, N.Y., area westward into Northwest Ohio.

The West Coast provided the only bright spot in the nation's weather with generally fair skies and near or above normal temperatures. A few scattered showers were reported in the Pacific Northwest.

The icy blanket of cold air was blamed for at least one freezing death. Alfred Newman, Jamaica, N.Y., was found dead near Princeton, Mo.

JAYCEES TO PICK UP CHRISTMAS TREES SATURDAY

Palm Springs JayCees will put the torch to their annual Christmas tree bonfire at 7 p.m., Saturday, in the lot across from DeMuth Park.

Members of the Junior Chamber of Commerce will visit Village homes Saturday morning to pick up discarded Christmas trees. The trees should be placed out front for easy pickup by 8 a.m.

The annual project is programmed as a public service of the JayCee organization.

Late News Bulletins

DOW-JONES 2 p. m. Stock Averages-- 30 industrials 443.24, up 3.97; 20 railroads 102.61, up 2.77; 15 utilities 69.28, up 0.34; and 65 stocks 149.12, up 1.71.

TOLEDO, Ohio UP - A National Trailways bus, en route from Washington to Los Angeles with a load of teenagers who had been visiting the capital, crashed into a steel-laden tractor-trailer today, killing two passengers and injuring 11.

WASHINGTON UP - The State Department hopes to hire a new science adviser soon to help cope with problems of space-age diplomacy.



"THE GIFT OF THE MAGI" is the name of the beautifully contrived, flower-decked float that won the City of India a first place trophy for cities of 15,000 population and below, in Wednesday's glamorous Tournament of Roses Parade in Pasadena, Indio, which

won last year's Rose Parade sweepstakes award, was one of 62 floats competing for honors in the 69th annual Rose Parade, heralding the Rose Bowl football classic New Year's Day. (Indio Date Palm Photo)

Democrats Accused of 'Playing Politics' in Inquiry of Missile Plan

WASHINGTON, Jan. 3 — Sen. Ralph E. Flanders accused the Senate Democratic leadership today of playing politics with the investigation of the nation's missile and satellite programs.

The Vermont Republican's charge was prompted by a call for a closed-door meeting Tuesday of

all Democratic senators to discuss the investigation. The inquiry is being conducted by the Senate preparedness subcommittee under the chairmanship of Senate Democratic Leader Lyndon B. Johnson (Tex.).

Flanders, a member of the subcommittee, told reporters such a meeting is premature because insufficient information has been gathered so far "to form an effective and useful judgment."

He said he could interpret the Democratic caucus "in no other way than as a political maneuver."

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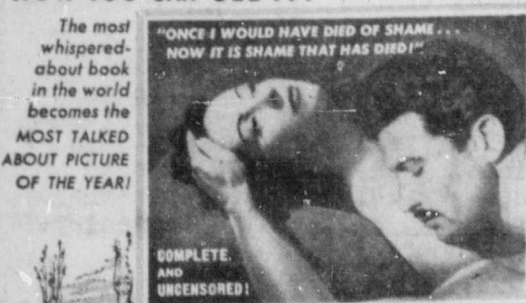
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CATHEDRAL CITY'S TAMPICO Restaurant saw many celebrities greeting the New Year. Among the stellar celebrants were left to right, Author Louis L'Amour, Alan and Sue Ladd, Mrs. L'Amour and, standing, her brother, Jim Adams. (Desert Sun Photo)

SHOPPING in the SUN

with Margie

Holidays are gone and it is good to settle down to our routines and normal rate of activity. Strangely, shopping goes on, but with a more practical approach. It is nonetheless, just as exciting. Sometimes it's really nicer because we can focus more attention on ourselves.

Actually, with the new year, spring is almost in the air and with the freshness of spring, one of the most exciting shops to be introduced in the village is THE NEST OF PARIS.

It is unchallengeable original in decor and the atmosphere is steadily French. The walls are covered with delicately wrought murals, providing a magic carpet to transport you to the world of Paris.

Among the featured items will be heavenly lingerie—the exquisite kind, intricately styled to fit and secretly please its wearer with its fineness.

Also on the list, are T.V. or lounging pajamas that not only do important things to the figure, but are individually styled. You can feel sure that this important article of clothing, which you will love living in, will be the only one of its kind. They are high fashion with V-back lines, and personal hand-made touches including strategically placed luxurious silk tassels - rhinestones - or gay designs of felt. Each is a creation in itself.

The Nest of Paris also has bedroom and lounging slippers that include everything from Cinderella slings with pink feathered toes, to soft quilted silks. You'll find brunch coats and costume watches.

They have wondrous things. Botique! Unusual gifts you won't find anywhere else. One of the owners lives in France and will keep the shops supplied with magnificent imports for this department. This shop is truly a welcome arrival for discerning shoppers. (126 North Palm Canyon)

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Guatemala Given New Look By U.S. State Department

WASHINGTON, Jan. 3 — Tension-torn and Communist-ridden Guatemala is receiving the "very, very closest" scrutiny from the State Department and members of Congress, it was learned today.

The only country ever to overthrow a Communist regime now appears in danger of falling once again under Communist influence.

EVER SINCE Guatemala President Carlos Castillo Armas was assassinated last July by a Communist sympathizer, exiled Communists and Communist sympathizers have been returning to the Central American republic in increasing numbers.

"We have been very concerned about it," a State Department official said.

A similar concern was voiced on Capitol Hill. An investigation by the House Foreign Affairs Committee appeared likely.

U.S. officials hope the forthcoming national elections in Guatemala Jan. 19 will halt the trend toward Communism by giving a

clear-cut victory to the anti-Communists.

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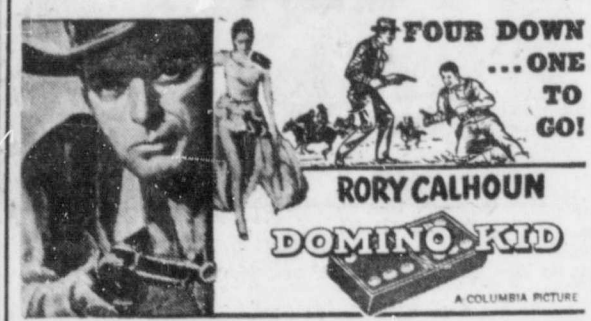
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Congressman D. S. Saund Given High Honor By Address to Indian Parliament; Asked for Better Understanding

"Such honor is done only to a few visiting dignitaries," said the U. S. Information Service's cabled report of Congressman D. S. Saund's invitation to address the Indian Parliament in New Delhi on Dec. 16.

The traveling 29th District Congressman's speech before some 300 parliamentarians in the central hall of Parliament was sponsored by the interparliamentary group of both Houses of Parliament.

"DISTINGUISHED VISITORS included U. S. Ambassador Elsworth Bunker and Mrs. Bunker; Feroz Gandhi, son-in-law of Prime Minister Nehru, and high-ranking members of the U. S. Embassy, the USIS report stated.

"In introducing the congressman to the legislators, Speaker Ananthasamy Aiyangar referred to Saund as 'the link between the United States and India' and termed his role of bringing about

understanding between the peoples of India and the U. S. as the need of the hour."

"SAUND WAS APPLAUDED seven times in his 45 minute speech. He said that by electing him Americans have offered the hand of friendship across the seas and now it is for India to accept it in the spirit in which it is offered."

The basic fundamentals of India and the U. S. are in agreement—dignity of the individual and democratic forms of government, he said. Both want to preserve the free way of life and eradicate hunger and disease.

According to the U. S. Information Service, the 29th District representative made two major

speeches on U. S. - India relations at the great west coast city of Bombay shortly before concluding his month-long visit to his native India after 37 years.

AT A LUNCHEON of the Indo-Pan American Association, a group recently started in Bombay to foster better relations between India and America, he narrated his own story as a living example of American democracy in action.

"Citing figures on American aid to India, Saund said that if the facts about India's democratic development and her credit-worthiness were properly presented to the American people, he was sure they would never let India down in her efforts.

Congressman Saund made a "fervent plea" for a "better selling job" of the respective viewpoints of the U. S. and India in an address the same evening before the Press Guild of India, which was attended by more than 100 editors and journalists."

The congressman, his wife and daughter Ellie left India on Dec. 23 flying from Karachi to Beirut, Lebanon. They landed at Tel Aviv, Israel Christmas Day for a four-day visit that included the celebration of Christmas in the Holy Land.

He was received by Premier David Ben-Gurion in his Tel Aviv home on the day after Christmas. The Saunds had hoped to com-

plete his 11-nation tour as a representative of the House Foreign Affairs Committee in time to spend a family Christmas.

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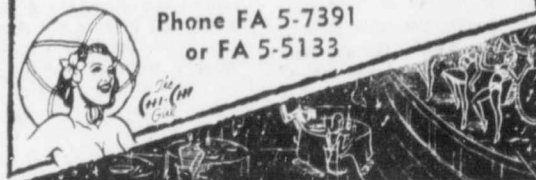
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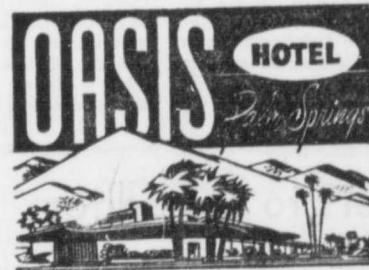


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The Desert Sun is an independent newspaper dedicated to truth, accuracy, and impartiality in the news; to the progress of the desert region; to the support of that which it believes to be right and to the defeat of that which it believes to be wrong.

Museum Workers Deserve Recognition

Recognition of the highest order is due to all who have labored so long and hard on the soon-to-be-a-fact Desert Museum.

Countless thousands of future visitors to this desert oasis will bless those who conceived and carried this project through to fruition. Myriads of past visitors, having heard of our wondrous "Spa of the Sun," have been guests in our fine hostels, purchased goods in our swank shops, and now will have an added feature to complete their visit.

While on the subject of pleasing our

visitors with something to make them want to linger a little longer — there still remains the long-talked-about San Jacinto Tramway. This will someday become a reality, and the number one tourist attraction in all of Southern California. The entire State of Florida could offer the tourist nothing to equal such a wondrous structure with this grandeur of view matched only by the Grand Canyon.

Progress is like a tree; when it stops growing it starts dying—and Palm Springs has only started to grow.

As the Missiles Probe Renews

WASHINGTON, D. C.—What's an investigation without a fall guy? Press Secretary Murray Snyder stands nominated for the office, and he has declined to run away.

This is an unusual reaction by candidates in Washington, and in the case of the tall, insouciant Press Secretary he appears to have a two-party nomination.

At least one Democratic member of the Preparedness Subcommittee on missiles seems to be measuring Snyder as a scapegoat for the sins of the Eisenhower Administration in over-publicizing the fizzle of the Vanguard launching last month. One or more of the Republican members seem tempted to the theory that a quick hanging of a mere press agent might distract embarrassing attention from GOP higher-ups.

THERE HAS BEEN some talk in the smoke-filled corridors, among reporters waiting for the Subcommittee to come out of closed session, that the luckless Snyder might draw support for a third ticket nomination for the doghouse.

Members of the press automatically feud, bloodlessly and in reasonably good humor with officials who control the flow of official information. Their grumbling is mostly occupational. Still as the missile probe resumes on Jan. 6, Snyder will be very much in the line of fire.

HIS PERSONAL attitude, which appears to me to be the perfect one, is "Fire away!" There are numerous jobs around Washington — and this is one — where to please even a majority of associates would be grounds for expulsion.

Every reporter worth hiring, let alone the stellar sleuth whom metropolitan papers assign to Washington, tries to separate an official spokesman from his secrets. This process often takes the form of ragging and hazing in hopes of making the

victim crack, as White House Secretary Hagerty did in Paris.

Any press secretary could win a cheap popularity contest among reporters if he were content to sabotage his own job, and with it his personal integrity. Neither Snyder nor Hagerty would want to win that way. Nobody would admire them for it.

BUT THE SENATE with its missiles probe, and the House through the Moss investigation of news suppression, are both dissatisfied with the flow of information from the Pentagon. Snyder is in daily possession of scientific nuggets which would enrich any newspaper and intrigue its readers.

The current public and Congressional attitude seems to be an exaggerated imitation of the one taken by Dr. Edward Teller — that speed is now so much more important than secrecy that we can toss it to the winds.

Dr. Teller's testimony was seized upon with avidity by the apologists of the Left Wing, including Adlai Stevenson. It has been exploited by the many friends of Dr. J. Robert Oppenheimer, both sincere and opportunistic, who will do anything to get him reinstated in a sensitive Federal post.

WITH NO REFERENCE to the Oppenheimer case, Murray Snyder does not accept the open-door policy on military security. So long as the cold war runs, it would be seen to advance Russia knowledge, even by small degrees.

One member of the Preparedness Subcommittee, Senator Flanders of Vermont, tells me independently that he intends to oppose any nuclear colony franchise about our scientific know-how. Both Snyder and Flanders, separately interviewed, named the British-cleared Klaus Fuchs as an example of what happens when our officials take the buddy-buddy attitude that every scientist should be trusted and all

science should be shared.

A REASONABLE prediction is that any new security regulations will be on a "need to know" basis. A reporter will not be denied information that rounds out or confirms a story he has legitimately broken. But the "No Fishing" signs will remain in sensitive places for some time to come.

If haled into a committee inquest, Snyder can be expected to defend with vigor both himself and his subordinates for their alleged bungling of the Vanguard episode. The launching site at Cape Canaveral lies on the lowlands of the Florida beaches where any sort of elevation is visible for miles around.

Many important newspapers have "stringers" in Florida who are paid to telephone Washington when anything looks like a launching from Patrick Air Base. It is impossible and undesirable under our free press traditions to stop this sort of thing by Federal edict. The only way for the Pentagon to work with reporters in such a situation is through an exchange not of confidential news stories but of fullest confidence.

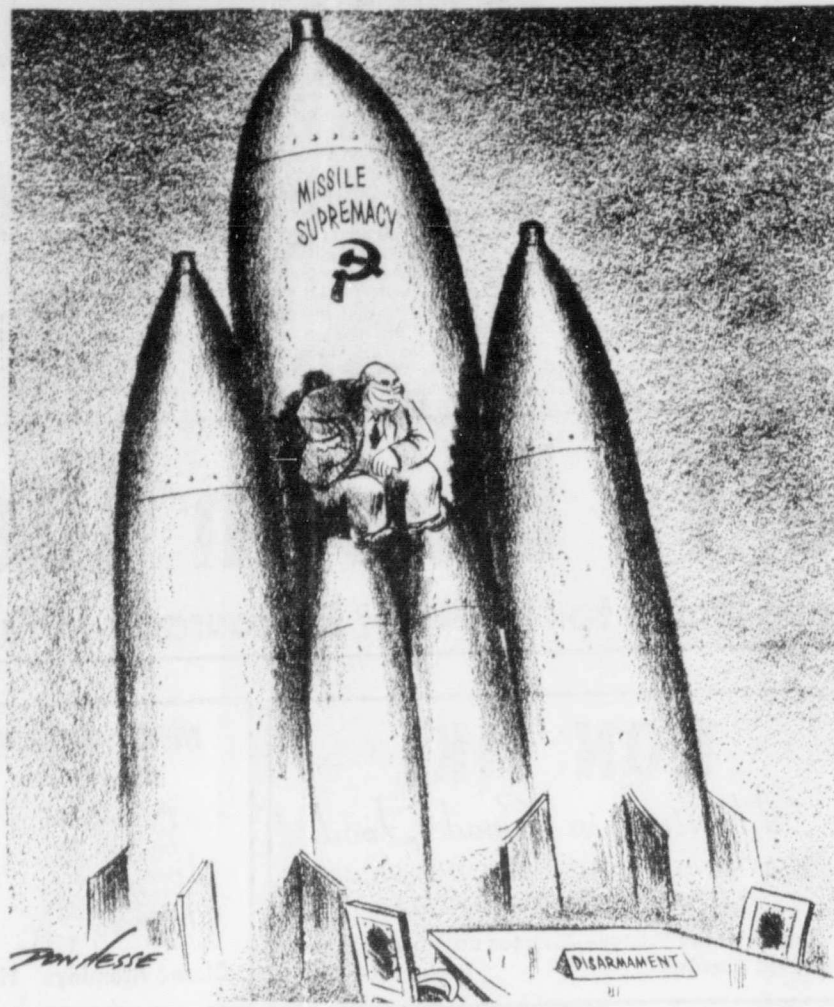
THIS HAS BEEN Snyder's way and in a citable instance it worked out well. Just prior to the Vanguard's abortive launching in early December, one of the wire services ran a story to the effect that the Vanguard (a Navy project) would be postponed in favor of a Snark (Air Force) trial.

Had the story been true, it would have given grounds for charges that inter-service rivalry was holding back an important test. Roy Snyder's Pentagon shoo was able, through its good-will relationship with individual reporters, to get the false story killed.

It's a good guess that Snyder will take care of himself before any committee. He won't hold still for any bandwagon license.

—Holmes Alexander

Now We Must Negotiate in the Throne Room



THIS SIDE of The Sun

By Phat

That crackling, popping sound you hear—
You certainly can tell
Many a noble
Good resolve
By this time's gone to
(see note.)

(NOTE)—One of my resolutions is not to use any words I wouldn't use in the presence of a child under two. Above that age they probably know them anyway.
END NOTE.

THIS COMMENT is three days late. It should have been in Tuesday but you may clip it and save it for next New Year's Eve. It's my fault I am late because somehow I mixed my notes for these pieces with others concerning Arcadia's outdoor recreation center.

Will add, however, that the jottings intended for use here were just as valuable as my ideas for improving the breed. They weren't any good, either.

WELL, ANYWAY, I noted in The Desert Sun where a Swiss scientist said that if you wanted to kiss your wife (or) exactly the moment the New Year came in, you should have waited until 12:00:00.3 a.m. That's my way of writing three-thousandths of a second past midnight.

He said that the earth had been slowing up and was that far behind schedule.

According to my observations, that advice was needless. Most fellows started that kiss at 11:59 p.m. and didn't break until 12:30 a.m. of the bright new 1958. Especially with "or."

But that's just like a scientist. They have to be so exact. Rather be right than kiss.

SOME PEOPLE are just born to be suspicious. Like, for instance, a certain wife of a friend of mine told me about.

Every time her helpmate came home, she gave his coat a thorough inspection. If she found the slightest hair on the shoulders or lapel, the fight was on.

After a week of such inspections and finding nothing, she burst into tears.

"And, now, bald-headed women, yet!" she sobbed.

COMES NOW the time to renew auto licenses and pay in-lieu fees for 1958. You've got a month to get it done.

This year's stickers, to be attached to the rear plate, are green. Last year's were red.

Those green reflector tabs may increase rear-end collision for green means go right ahead.

ABOUT THIS time of year, many people are making predictions for the year to come. Most of them have to do with electronics and one that interested me was an ultrasonic washing machine.

You turn the switch and frequencies beyond the ear's range just shake out the dirt. With these new fabrics you don't have to iron, won't that be a boon to husbands when the wife's at the seashore, mountains or visiting mother?

Here's a thought for pay-day. F. P. Jones remarks that the reason they call it take-home pay is because it isn't big enough to get there by itself.

STAN DELAPLANE'S Postcard

The postman cometh this morning, bearing the quarterly dividend check. Ford Motor Co. is sharing its profits — \$1.80 to your canny investor.

It cost me \$180 to invest in Ford, at this rate of return, it will be a fair amount of time before I get my money back. However, that is not the point. It is worth \$180 in financial worry. "What are you worried about?" people ask me.

"I AM WORRIED about my stock. Tight money. Boom and bust."

On straight salary, a man can't talk like that. But when you are an investor, man, you share the worries of captains of industry.

There is no need for captains of industry to worry. Not when they have a volunteer worrier like me.

I also read the financial pages on the commute bus.

STRAIGHT SALARY men read the sports pages. But when you are getting \$1.80 quarterly, you move into a different bracket.

I read the financial pages and make little notations in the white margin. I figured what to do with my \$1.80.

With \$1.80 I can get a haircut. And give the barber a nickel tip. I can buy seven cans of beer and one package of chewing gum.

However, if I spend my money like this, I might contribute to inflation. All us capitalists worry about inflation. I do not know why. But if it is good enough for the chairman of the board of A.T. and T., it is good enough for me.

FORD OPENED this morning at 37½ and closed at 37½. That is a sign for me to do some public worrying on the bus.

We blame things like this on other people: The Administration, high taxes, the buying public. If the public buys, we think they will inflate things. But, man, if they do not buy, we are mad as can be at them. They have no confidence and are waiting for a buyers' market.

We are against buyers' markets. What we want are sellers' markets.

This is the frame of mind you

get into when you buy stock. Wonderful.

WHEN I WAS playing scrabble for the daily journals, I interviewed a number of industrial titans. Consequently I know just how to act. Just what to say.

I face the coming months with confidence. There may be a slight recession which is really in the nature of a normal adjustment. I advocate tax relief for business, corporations and for myself. I also advocate a middle-of-the-road policy and an end to Government interference.

THAT IS WHAT I will tell the reporters when they interview me.

I am available on a park bench, feeding peanuts to squirrels. I prefer pictures taken head-on. Outside of that, I do not care to predict any further.

An inexperienced investor would take his \$1.80 down to the neighborhood grocery and cash it. Not me.

I take it to my banker. No matter how small, bankers like to have you put your money in their jug. A dividend check is even better. Bankers love to see people invest. And then bring the money to them.

WHEN I BORROW money from my banker, he tells me money is tight.

But when I bring money to my banker, he tells me it is loosening up.

Confidence at present seems to be somewhat shaken, Banker. I say, "An attitude of caution appears to prevail."

I did not make that up. I read it in a statement by President Harlow H. Cutrice of General Motors. General Motors is a competitor of Ford — and I suppose, of me and my stock.

HOWEVER, I SEE nothing wrong with cribbing his better statements.

I bet I do just as much financial worrying as Mr. Cutrice. Maybe more. I don't have as much stock, probably. That gives me more time. General Motors is down ½ today, too. We can worry together.

Isn't that wonderful? Democratic?

EARL WILSON:

Do You Remember These?

NEW YORK — Around holiday time, my mother comes in from Fort Wayne to visit us, and we sit around the kitchen table playing "Do You Remember?"

It must get a little boring to our teenage son Sluggie when I'm saying "Do you remember penny pencils . . . peekaboo waists . . . foot-scrappers down by the porch steps . . . portieres . . . and, much later, Fred Allen and Portland, and 'Titus Moody' on the radio every Sunday night?"

So Sluggie replies with his own "good old days" recollections. "Do you remember Jerry Lewis always yelling 'Melvin' . . . and Pinky Lee's lisp . . . Jerry Lester and Dagmar saying 'Everything's real George' on Broadway Open House . . . and Laurie Anders saying 'I li-like the wide open spaces' to Ken Murray and his cigar on his program?"

They're pretty distant to Sluggie but like yesterday to me.

Remember Herb Pallesie's pun on "20 Questions?" I say, "Remember when 64 seemed like a fortune on 'Take It or Leave It' m.c'd by Garry Moore?" . . . When the FCC got agitated about "Stop the Music" and was going to stop all quiz shows?"

Daddy-o being from the Ohio farm country then tries to floor Sluggie by remembering attics . . . quiltings . . . wall mottoes ("What Is Home Without Mother?" . . . dandelion wine . . . "Wang Wang Blues" . . . "I Love My Wife But Oh You Kid" . . . inviting the preacher home for Sunday dinner . . . when you drove the Model T on a summer Sunday and showed your nonchalance by letting your left leg dangle over the left side.

"Remember 'Open the Door, Richard' . . . 'Martin Kane, Private Eye' . . . how Sid Stone used to do the pitchman commercials for Milton Berle . . . 'Mairzy Doats and Doazy Doats and Little Lambsdivey'?" retorts Sluggie.

About this time the B.W. and Gorgeous Mother-in-Law throw in with me and say: Remember lighted candles on Christmas trees . . . side curtains on automobiles . . . Expressions like "the cat's pajamas," "Oh, shoot," "Oh pshaw," "So's your old man," "Your father's mustache," "Ye gods and little fishes," and "He's very set in his ways?"

Yeah, and movie stars like Ben Turpin . . . Edgar Kennedy . . . John Gilbert . . . Bull Montana . . . Humphrey Bogart and the panda battle at El Morocco . . . over-stuffed furniture . . . patent leather shoes and button shoes and the Apperson Jack Rabbit . . . oh yes, and the "booze trains" that hauled beer through dry counties in the local option areas but weren't allowed to unload it . . . and little red school houses that had one stove in the middle of the room and you walked through the snow to get to it and recite in front of seven other grades?

And it looks very much like we've won our little game until Sluggie looks at his old man and says, "Tell me, Daddy, were you a pioneer?"

Anyway, sit down and have a few memories for the new year. Charge them to me.

EARL'S PEARLS:

Intuition is the instinct that tells a woman she's right, whether she is or not.

WISH I'D SAID THAT:

"About the only ten-cent items in dime stores these days are the nickel candles."

TODAY'S BEST LAUGH:

Best way to cure a woman of most any illness is to tell her the symptoms are just a sign of old age.—H. G. Hutcheson.

"Christmas neckties," says Rub Rustic, "are in a clash all by themselves." That's earl, brother.

Distributed 1958

By The Hall Syndicate, Inc.

MIKE CONNOLLY:

Hope Tour Getting Better

TOKYO — It keeps getting better, and I'm talking about the annual Christmas tour of Bob Hope, only comedian in the world who owns a space suit with tails.

Francis Cardinal Spellman skied from Tokyo to Seoul for his sixth Christmas with the troops in Korea, carrying 50,000 religious medals and 2,000,000 cigarettes for the boys.

The Cardinal celebrated Mass at 7th Infantry Division Headquarters on Christmas Day, followed by Hope & Co. — question among members of the Co. being who would outdraw whom.

Somebody asked, "D'ya suppose His Eminence will try to clean up Bob's GI live?" Answer: He didn't try. The Cardinal's sense of humor is Right in the Groove.

NOW I'VE SEEN everything. The field-type show at Camp Courtney on Okinawa drew 10,000 Marines who stood or sat in the grass on their baseball diamond before and during the show, some of them for seven hours . . . Hope: "Here we are working on a baseball diamond — all the boys are trying to steal home!"

Hope's warmup: "Okay, boys, when we're shooting the TV end of the show don't look at the idiot cards because it'll give the whole thing away when the folks back home see all this jazz. Just LAUGH, darn it!" . . . and laugh they do, even those who disobey him and sneak a peek at the punchlines on the cards.

O happy day — PX carton of kingsize Kents is \$1.10, a \$75 falcon of Joy perfume is \$12.50, the Jap-made Ronson-type lighter (exact copy!) is 45 cents, fifth of Haig & Haig pinbottle is \$3.75! Happy New Year!

RYUKYUANS, THE natives of Okinawa, consider the new U.S.-built highways an extension of their living quarters: people and animals sit in the middle of the road when least expected . . . Progress? This is like something out of Larcadio Hearn. Women still work like beasts of burden in the fields.

Ryukyuan national pastime is kite-flying. Carps adorn the kites, the carp being the national symbol of manliness. When a boy reaches manhood he proves it by getting his kite up . . . Sign outside a nightclub in the village of Naha, Okinawa: "Welcome — Meny Nice Girls Is Waiting for Your Visit" Overheard at Fort Buckner Officers' Club bar: "I'm having such a good time drinking, I can't remember whether or not I wanted dinner or not — or whether, whichever!"

COINCIDENCE: HOPE'S last show of this tour will be for the First Cavalry Division in Korea. In 1950, last time he was here, Bob's last show was for the First Cavalry Division in Korea . . . A goat when "Baaaaa!" on a hillside during one of the Okinawa gigs. Hope: "Cheez, sounds like an audience in Philadelphia."

Bob to an engineer: "Are you

the boys who build the roads the Marines landed on?" Engineer: "Heck no, we're the boys who built the roads the Japs retreated on."

Where There's Laughs There's Hope: "Last time I was here was seven years ago. I don't know why I came back — the place is still the same!" . . . "The people back home are so nervous over Sputniks and guided missiles, it's a pleasure to be in this rest area!" . . . "I love the quarters they gave me. A tent. I get cross-ventilation — I sleep between two sergeants who snore."

"TIMEX THREW me off TV. You don't know how horrible it is sitting around nights with your makeup on and no place to go!" . . . "Things aren't the same at home. Bing's down in Palm Springs babysitting!" . . . Hope aside for the nonce, the Ninth Marines' publication, This Month in Okinawa, says these are the phrases you never see in a story in a GI newspaper: "According to usually unreliable sources" and "An investigation is not under way!" . . . Movie review, same publication: "We dare you to see 'Loving You'! If Elvis really loved you, he wouldn't have made this picture."

SPEEDDOWN: HOW do you spell cooperation? Answer: Jayne Mansfield . . . The Japanese owner of a fleabag-type 15th-run movie house on Okinawa phoned Jayne at her VIP billet at Fort Buckner and asked her to make a personal appearance for his opening of "The Girl Can't Help It." She made it! . . . Homesick Jayne keeps talking about "pookie." Turns out she means her daughter, Jayne Jr., who had to stay home.

Wish that columnist who flipped his lid about the taxpayers' money being "lavished" on this tour could see the looks on the faces of these lonely, so-far-from-home-at-Christmastime lads when Bob and his bunch bounce onstage . . . Especially the faces of the boys in Korea, one of the most forlorn, most Godforsaken spots on the face of the earth.

ERIN O'BRIEN's reason for hoisting an extra cup of tea in the Teahouse of the August Moon at Naha: her look-alike sister Sheila just landed a job as stewardess with American Airlines. If Sheila's as nice and as pretty as her sister, AA had a reason for rejecting her.

Throw Out the Latrine Dept. —Jayne: "Mickey (Mickey Hargitay, Jayne's fiancé) is so wonderful, and so strong. Why, do you know he can tear a telephone book in half with his bare hands!" Bob: "I can too — in Walla Walla."

Gosh, Bob, you've been out on so many of these tours before, with beautiful girls like Anita Ekberg, Marilyn Maxwell, Diana Dors, Ginger Rogers — what an exciting life you lead!" Bob: "Oh, I donno, honey — you see one air base, you've seen 'em all."

Letters to the Editor

Editor
The Desert Sun

On behalf of the Citizens School Bond Committee I would like to take this belated opportunity to thank you for the outstanding contribution made by the Sun in the recent School Bond Campaign.

Our basic problem in conducting the Campaign was to acquaint the voting public with the facts surrounding the School Bond and we feel that the Sun was instrumental in making sure that each individual had an opportunity to review all the facts and reach his opinion in an intelligent manner.

With these thanks to the thanks of the boys and girls who will in the years to come enjoy the additional facilities provided by the passage of the School Bond.

Sincerely yours,
Robert A. Schlesinger
Chairman,

Citizens School
Bond Committee

Editor
The Desert Sun

We were happy to read in The Desert Sun of the recent prompt action of the members of the City Council to stop the installation of sign boards along Highway 111 at the entrance to Palm Springs. The Council is to be congratulated on its forward-looking efforts to keep your city and its environs clear of such defacement.

The movement for the control of commercial use, and abuse, of our highways is gaining momentum throughout the state and the nation, and the public is becoming more and more conscious of good and bad roadside conditions. News coverage of this subject is accordingly of increasingly general interest, and we hope that you will continue to give it attention and so help to give the campaign even greater momentum.

Sincerely yours,
Howard Moise
Corresponding Secretary
California Roadside Council

As the mother of three children attending the public schools, I wish to express the appreciation of parents, and also that of our young folks in school, to The Desert Sun for its excellent and effective support of the recent bond issue for school expansion.

Your timely news coverage and persuasive editorials not only won public support but were directly responsible for the fine turnout of voters on election day. Your newspaper is deserving of every credit for a splendid contribution to the welfare of the schools and the continued progress of the community.

Sincerely,
Mrs. M. L. C.

Quotes from the News

WASHINGTON — Rear Adm. W. F. Raborn, chief of the Navy's missile program testifying to the Senate Preparedness Committee that research on the 1,500-mile-range Polaris missile is ahead of planned schedules: "We are at a full gallop. I don't think we can run any faster without falling on our face."

HOLLYWOOD—Crooner Frank Sinatra announcing plans to dismiss a \$2,600,000 libel suit against

Look Magazine and instead file a new suit in California courts to test invasion of privacy laws: " . . . I feel that an entertainer has a right to his privacy . . . otherwise it means that a 'public figure' is a second-class citizen."

CHICAGO — Adlai Stevenson telling why he believes this country is in trouble because of a lack of confidence among its allies:

"Suez was a culmination of the political deterioration and Sputnik revealed our military and scientific inferiority."

STANFORD, Calif. — Russian-speaking Detroit physicist Robert Herman on the Sunday outing here of Russia's five-man delegation to the American Physical Society meeting:

"They had a wonderful time. They talked about physics and looked at the scenery."

GRIN AND BEAR IT

By LICHTY



"Where would I stand to be pushed to the last-minute gift counter? . . ."

HOME DEVELOPMENT & IMPROVEMENT SECTION

SUBDIVISIONS • HOMES • GARDEN AND PATIO • INTERIOR • FURNISHINGS • DO-IT-YOURSELF



The Desert Sun Friday, Jan. 3, 1958 5

Rose Pruning Time in California Is Mid-January, Growers Warned

The time is mid-January. In most of California, the amateur rose grower stands with sharpened medium weight pruning shears facing his unpruned rose bushes. His job: to make the most of his rose's potential.

There are broad areas of agreement among rose experts on pruning technique, notes the California Association of Nurserymen, and a few points on which agreement has not been reached.

EXPERTS AGREE that a weak bush must be pruned severely. This practice forces new shoots from the base of the plant, shoots which will probably be more sturdy. Even if they are not, keeping the canes short is less demanding on cultural factors. Years ago, many experts believed that all rose bushes should be pruned severely to a few inches above the ground. The development of stronger hybrid rose varieties made this idea old-fashioned, but there are some who still favor fairly severe pruning for all roses.

Many rose growers recommend that the length of cane left be determined according to the strength of the variety being pruned. Some, with a natural upright habit and strong canes, like Sutter's Gold, can be left with canes up to two feet.

ONE OTHER consideration in determining the amount of pruning is the type of rose. Climbing roses are only thinned, whereas most other roses are cut to five or six canes of varying length. Another pruning technique on which pruning experts generally agree is the discouragement of center growth. Keeping an open center by eliminating shoots coming out from the middle of the plant insures that the remaining canes will have plenty of light and air. Aside from eliminating shoots from the center, the pruner must also select the place at which he makes his cuts very carefully. Each cut should be made one-quarter of an inch above a bud which faces away from the shrub's center.

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VILLAGE CUB SCOUTS from Den 3, Pack 170, were taken on tour of the local telephone company offices and plant by Paul Johnson, far right, chief switchman for the California Water and Telephone Company here. Examining telephone operations were, left to right, Dave Miles, Nick Cromwell, Doug Dodson, Mike Maffe, Steve Salk, John Fyrkman, John Workman, Scott Anderson, Mrs. Niles and Brad and Tom Niles.

New Control Devices Make Switch Obsolete

The days of the electric light switch and other button-type electrical control devices found in the home are numbered. A new trend is under way to do away with this long-standing symbol of America's constant effort to live better electrically.

In the forefront of this trend are two recent developments. One is a lamp that can be turned on or off by a mere touch of a hand. The other is a dial in place of the traditional wall switch that can adjust the intensity of light in the room to any desired degree—from full brilliancy to complete "off."

The touch-control lamp has a specially designed electronic switch control built into its base. The lamp can be turned on or off by just touching the base with the hand.

These lamps do not require any additional current, they are shock-proof, static proof and are unaffected by temperature changes. Most important, they are quite safe, exceeding 25 times the safety requirements of the Underwriters' Laboratories.

THE ADVANTAGES of being able to dial any desired degree of light in a room are obvious. Not only can a light of specific intensity flatter and enhance one's complexion, but very often the lighting at lower intensities can dramatize draperies, special wall pieces, and add substantially to the decor of a room.

These special light-dials can be installed by an electrician quickly and easily, without any fuss or tearing down walls. The heart of the dial system is a variable transformer.



SLIDING MIRROR DOORS make this free-standing wardrobe a sparkling highlight in the tasteful bedroom setting. Light from the picture window is reflected into the room, giving it a brighter, more spacious appearance. There is ample storage space in the wardrobe which also serves to divide the room to form a separate dressing area.

Sliding Mirror Doors Are Way to Brighten Bedrooms

Unlike the sleuths in mystery stories, modern home-owners don't have to look for "a skeleton in the bedroom closet."

By taking some "clues" from interior designers they can transform an ordinary closet into a functional highlight of bedroom decoration by the addition of sliding mirror doors.

ACCORDING TO Ralph Sherwin, chief designer of Libbey-Owens - Ford Glass Company, many home planners confronted with a problem of light and spaciousness in cramped, small-windowed bedrooms have found the practical solution in the use of sliding mirror doors on clothes closets.

"By multiplying existing light and literally 'pushing back' confining walls, and low ceilings, the mirrored doors create a bright, airy feeling and increase the apparent size of the room," Sherwin said.

"The inherent beauty of today's fine mirrors of distortion - free plate glass is a compliment to room furnishings and color scheme alike, regardless of style or period."

IN LARGE BEDROOMS which are typical of older homes, convenience and living comfort are often nullified by lack of sufficient storage space.

"When planning the spacious bedrooms in many older homes, little thought was given to adequate clothing storage facilities with the result that most closets are far too small to be practical," declared Sherwin.

TO OVERCOME THIS, the designer suggests building a free-standing wardrobe with sliding mirror doors at one end of the bedroom, preferably opposite a large window with a pleasant view.

In this way the wardrobe may also serve as a room divider, forming a semi-private dressing area. The mirror doors, in addition to giving a full-length view for dressing, reflect the pleasant scene visible from the window and enlarge rather than decrease the size of the room.

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Attack Worst Pests During Dormant Period

Home gardeners stage their main spraying offensive against plant pests from late spring to late fall. A good spraying program during that period will prevent most garden damage.

A few of the worst pests, however, are best attacked during their mid-winter dormant period, says the California Association of Nurserymen. The pests in this category are mites, scale and some species of aphids. In addition, the fungus which causes peach leaf curl can only be controlled by late winter spraying.

ESPECIALLY NEEDING winter dormant spraying are roses, althea, mock orange (philadelphus), peaches and apricots. Roses should be sprayed in mid-winter, stone fruits in late winter just before the buds open. Other shrubs can be sprayed at any time between late fall and spring.

A combination of two sprays, an oil spray and a fungicide, has proved most effective in controlling hibernating winter pests. Local nurserymen will gladly recommend the exact spray for this clean-up job.

IN ORDER TO DO a most thorough job, the home gardener should realize that dormant pests do not concentrate in any one area on plants. Soil surface, bark surfaces, buds and even underground areas are good hibernating spots. These spots must be ground sprayed thoroughly. Other practices which contribute to the effectiveness of the spraying program are avoidance of midday spraying or of spraying on windy days.

Special bulb care is also required in winter to combat dormant pests. A light dusting with an all purpose insecticide should be given to all bulbs which are taken up and stored during the winter months. This can easily be done by shaking the bulbs with a dust preparation in a paper bag.

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Around Town

with Hildy Crawford

"Salute to Palm Springs" will theme the luncheon... which J. W. Robinsons Palm Springs store will host at the Desert Inn next Friday... on the day they open the doors of their fabulous new Palm Springs store... Don Buckingham, president of J. W. Robinson Company, and Pierre Bouscaren, manager of the new store, will host the luncheon... honoring members of the Palm Springs film colony... and civic leaders... The luncheon will precede official 2 p.m. ceremonies at the store... where a time capsule will be buried at the store's flagpole... Following the ceremonies the doors will open and Palm Canyon Drive will have one more claim to being one of the world's smartest shopping centers...

This week, too... Barker Brothers joins the list of major metropolitan firms to establish themselves in the Village... as Neil Petree announced that the Barker Brothers Interior Decorating Studio will open almost immediately in the Palm Canyon Drive showrooms just vacated by Barbara Wills Inc.

Petree, who's holidaying at Inglewood, chanced to encounter Nanette Curtis... a former decorator with Barker Brothers... and the idea of opening such a studio here occurred to them... They consulted Muriel Fulton and the three of them worked out the details and had it settled in a matter of 24 hours time... actually between golf games for Mr. Petree... Mrs. Curtis, of course, will manage the new studio...

Surprising all her Thunderbird friends... Emily DeWare (she has a home at Thunderbird) called from Las Vegas the day after New Years to say that she and Herman Peterson, Santa Barbara decorator and a long-time friend... had just been married...

Just back in town are Jerri and Stewart Hoppes... who are here for three months... and occupying the James Hammond house on Hermosa Place... They were in the group at the New Years Eve open house hosted by the Lester Seligs... Also there were Alexander Hall, Frankie Spitz, Dr. and Mrs. George Kaplan...

Mrs. Spitz told me that her friend Mrs. John Baleban, who was coming to visit her... died suddenly on December 21... Among the celebrants at the Racquet Club New Years Eve were Col. and Mrs. Richard Morgan of Los Angeles... The Colonel was commander officer of the Air Transport Command here during the war years...

New Villagers Mr. and Mrs. Don Ross were a foursome with the Bill Eastons... who have lived here about two years... Both couples are from Ketchikan, Alaska...

Mrs. James (Molly O'Day) Kenaston has bought the model home at Indian Wells... right across the greens from the home of her sister and brother-in-law Isabelle and Don Cameron... Her daughter Sue Durant lives in Palm Springs, where she is doing publicity for Irwin Schuman's Chi Chi... Another daughter Virginia Durant attends Marymount...

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and son John is enrolled at St. John's Military Academy... Year's end found the Leonard Lyons of Los Angeles... and the Charles Carrs of Beverly Hills... houseguesting here with John and Lillian McClure at their home at 1222 Mesquite...

Ken and Helen Kirk and their two daughters came down to their Palm Springs home for New Year's holidays and will be here until Sunday... The George Davises of Beverly Hills are here with them... and on New Years Eve... they were joined by Bill and Betty Bannerman, Charles and Win Becker, Joe and Teddy Knowland... for cocktails in the Kirk playroom... before going on to the Racquet Club where they welcomed in the New Year...

An intimate group of friends... gathered Sunday evening at the Via Las Palmas home of the Maury Horners... to be with Mary Hurrell, who's sailing January 15th for the Orient... There was a corned beef and cabbage dinner and some amusing bon voyage gifts... In the friendly little group were the Sam Salingers, Howard Morris, Co. Thornstons... Gar Moores and Ed McCoubrey... The Horners spent New Years in Las Vegas at the Tropicana... along with Dr. and Mrs. Alfred Strauss and Florence Heller... The three women are cousins...

Out at Smoke Tree Ranch Sunday night... we joined the Frank Lloyds and Herb Siemsen for the buffet dinner... This was the first time we've had the buffet and it's just as fine as their regular dinners... We sat at a table next to one occupied by George Murphy and his family... and admired the soft candlelight from candles in new milk glass holders...

After dinner everyone congregated in the lounge... (I liked that big wreath of white tulle—wreaths tied with a big red stain bow)... and Frank Lloyd (he directed "Mutiny on the Bounty" and many, many major pictures) introduced his young protégée Virginia Scott... who sang ballads for us... Perched on the piano... Virginia played the autoharp and sang mountain ballads, negro spirituals and folk songs for children... A delightful coloratura voice and a natural gift of mimicry... add up to enjoyable entertainment... Virginia has appeared at Smoke Tree several times as the colonists fell in love with her... and has been doing some recordings for Walt Disney (he's a colonist, too)...

Station Change
Mr. and Mrs. Chester Pike of 37044 Palo Verde Drive, Palm Springs Heights, have just received word his 27-year-old son Chester E. Pike II who is manager of television station WTAL in Tallahassee, Florida, has just been appointed manager of TV station WJNO Channel 5 in Palm Beach, Florida. The senior, Pikes plan to leave Saturday for Palm Beach, Florida where they have a home.



DANCING GAILY at the Racquet Club, as they welcome in the New Year, are the Alden Ogles of Pacific Palisades, who are down to spend the holidays. (Anderson Photo)



AT HOWARD MANOR, owner David Margolis talks with Patty and Barney Gerard during the festivities at the popular hotel. Gerard is director of the Walter Winchell TV show. The Manor was filled with people, most of them boosters of Ohio State in the Rose Bowl game. (Desert Sun Photo)



REVELING AT ROMANOFF'S On the Rocks were New Year toasters Mr. and Mrs. Alan Lerner, who wrote the still-flourishing Broadway hit, "My Fair Lady," was one of several celebrities to herald the New Year with a champagne toast at the luxurious resort restaurant. (Desert Sun Photo)

Doughertys Host Annual Open House
Spider chrysanthemums and snowball mums made an impressive setting in the beautiful and spacious home of the Frank C. Doughertys home on West Ajo Road when they entertained around 40 of their friends at their annual open house New Year's day.

Among those enjoying cocktails and the fancy assortment of hors d'oeuvres and buffet, which included baked ham and turkey were Messrs. and Mmes. Frank Bennett, Ben Shearer, Gordon Prentiss, Fred Albertson, Bruce Burritt, Walter Braunschweiger, Floyd Turner, Dr. and Mrs. Henry Dollard, Mrs. Noble Banks, Mrs. J. Beatty McCullough, Leo Owen and many more.

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NEW YEAR'S EVE found Marion Davies' Desert Inn crowded with diners and celebrants dancing to the music of Page Cavanaugh Trio. Dropping in early was this party which includes, from left, the Sam Martyns of London, England (he's Tony Martin's cousin), Nina Anderson and her ex-husband Bob Meyer. (Desert Sun Photo)



SOUTH PACIFIC ROOM greeted the new year with soft Island songs, and fresh orchid leis in the Island mood. Here George Kaipau sings and Lei Aloha stands by with leis for the ladies. Seated at the table, from left, are the Peter Mocks of San Jose and the Donald Andersons of Tacoma. (Desert Sun Photo)



THE RYAN FAMILY, El Mirador's president Ray, celebrated the New Years at El Mirador where his wife Helen and their young daughter Rayjean, they entertained a table of guests. (Sun Photo)

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Holiday Guests
Holiday guests at El Mirador, where they celebrated New Years Eve, were Mr. and Mrs. Seymour Hoffman of Los Angeles. He's head of the Hoffman Gift and Liquor Products Company.

Thornton Burgess, noted author of the Peter Rabbit children's stories, owns the oldest house in Hampden, Mass.

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DON THE BEACHCOMBER was the scene of early festivities New Year's Eve, with cantonese dinner being served this group at the Queen's Table. Left to right, Mr. and Mrs. Robert Kesler, Mr. and Mrs. Bud Bachold, Mrs. Lonna Loren, and standing is Eddie King and Pat O'Dea. (Desert Sun Photo)



LONE PALM HOTEL celebrants ushered in the New Year to the tune of New Orleans jazz played by the resort's most unusual band. Led by hotel owner Horace Heidt, the combo featured Roy Towne on the clarinet, Jack Aranson at the piano and Phil Patton on drums. Towne is a missile system expert with Lear Electronics, Aranson, once pianist with bandleader Ted Lewis, is a music supervisor at 20th Century Fox Studios and Patton is a producer and director for Kling Studios. All were Heidt's guests. (Desert Sun Photo)



AT TENNIS CLUB the beautiful Bougainville Room was filled with hatted merry-makers. Pictured are, from left, Franklyn M. MacCarthy, Mrs. John Stauffer, Mrs. MacCarthy and Mr. Stauffer. Stauffer has recently returned from a business trip to Australia and New Zealand, and his wife met him in Honolulu, returning home in time for the holiday. (Desert Sun Photo)

Huffmans Host Party on New Years Eve

Streamers, balloons and serpentine decorated the Desert Palms Drive home of Dr. and Mrs. Wayne Huffman when they entertained New Years Eve at a party in their home. A delicious buffet included roast beef, ham, assorted breads and salads.

Dancing to music on the hi fi and greeting the New Year were Messrs. and Mmes. Larry Sitter, Fritz Blotter, Joe Wood, J. R. Wahlberg, Tom Raphael, Mel Ambler, Bob Schlessinger, Lee Muhleck, Jim Schlecht, Maurice Smith, William Foster, William Bronstein, Jim Bigley, Herb Esbitz, Neil Thuresson, Hy Ranes, Don Wexler, Henry Cleary, Nick Mutascio, Rick Harrison, Al Smith, Morris Sale, Bill Laurance, Bob Flavin, Dick Kimberly, Charles Riley, Bob Landry, Don McKinney.

Also Ted McKinney and his sister Barbara Moore, Mel Bren, Lee Womac, Antone Dalu, Susie Stapley and Libba Woods.



OCOTILLO LODGE'S beautiful Candlewood Room found 1958's gubernatorial candidate Edmund G. (Pat) Brown, his wife (center), Mrs. Herman Ritter (Ritter newspaper chain) and Leonard Die-

don, Oakland Attorney, joining in the festivities at Palm Springs' newest hotel. The attorney general visited in the Village for a few days prior to "getting his campaign underway in full steam."



CHI CHI STARLITE ROOM funmakers on New Years Eve included a visitor from Lake George, New York. Shown at the table are, left to right, Mrs. Ada Alford, Mrs. George Beebe, Mayor George Reis of Lake George, New York, Patti O'Quinn and George Beebe, Sr. (Sun Photo)

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Birthdays Celebrated At Open House

Two birthdays were celebrated Sunday evening, when the Art Letherbys held a holiday open house at their home on Camino Descanso. Honored were Mrs. Ward Risold of Palm Springs and Mrs. George Baker of Banning.

Christmas decorations, including a spotlighted snowman on the roof.

Houseguests at The Addes Home

House guests at the Palos Verde home of Dr. and Mrs. M. W. Addes are Mr. and Mrs. Donald White of Lima, Ohio, Mr. and Mrs. A. Addes of Toledo, Ohio, Dr. and Mrs. A. Kirkish and son Alexander from San Francisco, Mr. and Mrs. Fred Lakin and daughter Joanne of La Salle, Illinois.

New Years Eve they made the round of all the clubs and attended the Rose Tournament parade and Rose Bowl game on New Years day.

John Wilkes Booth was shot to death near Port Royal, Va., 11 days after he assassinated President Lincoln.

Thorntons Hosts On New Years

One of the largest and brightest New Years parties was the one hosted by the Co. Thorntons at their Camino Norte home with the New Years theme carried throughout.

An interesting highlight of the evening was the unveiling of the oil portrait by O. E. L. Graves of his wife entitled "The Rainbow" with a rainbow painted into the picture behind the beautiful Vie whose portrait is painted each year by her talented husband.

Among those enjoying cocktails, oysters in the half shell, flown in from New Orleans, the sumptuous buffet and those who stayed for the dinner which included chateaubriand were Messrs. and Mmes. Millington Gray, Frank Ryan, Walter Sibberts, Martin Wade, Richard Bagdasarians, Ed Robbin and their houseguest Bob Simon, George Wheeler, Burnham Bigelow, Adolph Bremer, Asher Levy, Sidney Schiff, O. E. L. Graves, Ted Charleston, Howard Morris, A. R. Simon and her mother Mrs. Finsterwald and brother Fred, Charles Mendelson, Lee Jalkut, Jack Kenaston and his daughter and her husband Mr. and Mrs. Wagner.

Also Jan King, Pierre Bou-scaren, Mrs. Julie Taurog and more.

P.E.O. Luncheon

The San Geronimo Reciprocity Bureau of P.E.O. will meet in Riverside Mission Inn January 14, with a social hour beginning at 11 a.m. and luncheon at 12.

Luncheon will be \$2.50 per person and all visiting P.E.O.'s are cordially invited. Reservations may be made by calling Kota Henderson at FA 8-3340 before January 7.

Allan Jones Weds Florsheim Heiress

LAS VEGAS, Nev. — Singer Allan Jones and Mary Florsheim, daughter of shoe magnate Irving Florsheim of Chicago and Palm Springs, are honeymooning in Las Vegas.

The couple was married here Friday night, only a few hours after Jones had been divorced by actress Irene Hervey on the grounds of mental cruelty.

Jones, 50, said he and his 37-year-old bride would return to Bel Air, Calif., to make their home after a brief honeymoon at this desert resort. It was the second marriage for both.

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Harry Heath, Bing's general manager, describes the accommodations in his "village" "to be comparable to New York's luxurious and individual Park Avenue apartments; where neighbors may meet while airing their French Poodles or at an invitational party in the club house, but otherwise they may enjoy complete privacy of their desert retreat."

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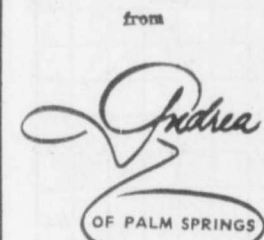
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| Friday | |
| 2, 4, 5, 13--Movie | 3, 4--Boxing |
| 5--Sgt. Preston | 5--Treasure |
| 6--Cartoons | 7--Sports |
| 7--Buccaneer | 9--Little Rascals |
| 8--Movie | 11--Success Story |
| 9--Movie | 12--Movie |
| 10--Movie | 7:15 |
| 11--Movie | 7--J. Daly News |
| 12--Movie | 7:30 |
| 13--Movie | 2--Zane Grey |
| 14--Movie | 5--High Road |
| 15--Movie | 7--Rin Tin Tin |
| 16--Movie | 8--This Day |
| 17--Movie | 9--Theater |
| 18--Movie | 11--Silent Service |
| 19--Movie | 7:45 |
| 20--Movie | 8--Sports |
| 21--Movie | 8 p.m. |
| 22--Movie | 2--The Great Escape |
| 23--Movie | 3--The Great Escape |
| 24--Movie | 4--The Great Escape |
| 25--Movie | 5--The Great Escape |
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| 6:30--Sign On. | 9:05--NEWS. |
| 6:31--Give Us This Day. | 10:00--Frank Day Show. |
| 6:32--Don Meyer Show. | 10:01--Headlines. |
| 6:33--Headlines. | 10:02--Frank Day Show. |
| 6:34--NEWS. | 10:03--NEWS. |
| 6:35--Don Meyer Show. | 10:04--Frank Day Show. |
| 6:36--Headlines. | 10:05--Headlines. |
| 6:37--NEWS. | 10:06--Hildy Crawford. |
| 6:38--Don Meyer Show. | 10:07--Frank Day Show. |
| 6:39--Headlines. | 10:08--NEWS. |
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Today's Sport Parade

By OSCAR FRALEY, United Press Sports Writer

PLEASANTVILLE, N.J., (AP) — Tony Anthony did neck exercises until everybody watching began to get dizzy — and then he did more. "That's right," said Ernie Braca, his manager. "Keep at it."

For, as Braca sees it, that neck could well determine the future of boxing's light heavyweight and heavyweight divisions.

There is a theory in this windswept boxing camp not far from Atlantic City that these exercises will assist young Tony in building up a resistance to a knockout punch. And it is an ability, they admit, which he needed desperately.

"He has all the talents that any fighter has ever had," Braca asserted fondly. "He can hit with anybody and box with anybody, and that includes Floyd Patterson."

BUT TONY, a slender, hard-muscled picture fighter who carries horse shoes in either hand, is as suspect as a three-time loser when it comes to absorbing a wallop to the whiskers.

Right now he is training to take on Yvon Durelle at Madison Square Garden on Jan. 10. It is a bout which could lead Tony back to the threshold of great opportunity.

He stubbed his toe the last time, a pappy guy named Archie Moore clouting Tony into limbo when the young upstart attempted to wrest the light heavyweight crown from Archie's graying locks. Anthony, however, hasn't given up. If he had such a tendency, he might have stepped out of the ring for good long ago.

He's the fellow, you may remember, who was on the 1952 Olympic team with his pal, Patterson. Turning pro, he won eight in a row by knockouts — and then was flattened himself.

TONY BOUNCED back to win 10 in a row, six by knockouts. Then Tony was flattened again. "That happened at Johnstown, Pa.," Tony recalls with a wary grin. "A disastrous place. They had a flood there, too."

Anthony won another pair and then, monotonously, was kayoed himself.

Since then it's been up again, down again. He flattened Chuck Spieser to win a shot at Moore and was put in cold storage himself.

He can punch, as attested by his record of 23 knockouts in 31 fights. But whenever somebody lands one from the outfield, Anthony does the most complete blackout since the Battle of Britain. All five of his losses have resulted when his chin came in contact with a leather object.

NEW YORK, (AP) — Lightweight contender Faolo Rosi is an 8-5 favorite to beat Johnny Busso when they finally meet tonight, after four postponements since last March.

Their 10-rounder at Madison Square Garden will be televised and broadcast nationally by NBC at 7 p.m. p.s.t.

Although ailments and injuries caused four delays, their fight should be exciting because each is an able boxer-puncher. Baldish Rosi, formerly of Italy and now of New York, is rated fifth among 135-pound contenders. New Yorker Busso is ranked 10th.

Fireplace held a half-point lead over Hathaway in the Women's Bowling League at the Palm Springs Bowling Academy as result of this week's games.

Standings of the teams today was Fireplace, 29-19; Hathaway, 28-19-1/2; Hoams Pools, 27-21; D.H.S. Rotary, 23-25; Wheelettes, 19-29; Babin Realty, 18-2-29-1/2.

Fireplace defeated Hoams Pools, 4-0; Hathaway won from D.H.S. Rotary, 4-0 and Wheelettes rolled over Babin Realty, 4-0 this week. Fireplace took the high team series fifth 26-42 and the high team game with 887.

Peggy Josel was high individual series winner with 530, and Tricie O'Connell and Carolyn Logan tied for high individual game with 195.

Van Brocklin, Famous Passing Star, Retires

Decides to Quit While at Peak Says Ram Ace

LOS ANGELES, (AP) — Fabulous passing star Norman Van Brocklin of the Los Angeles Rams today officially went into retirement after nine seasons has one of the National Football League's top quarterbacks.

The "Flying Dutchman," as Van Brocklin became known in pro football, declared that he still felt he had "a season or two" left in him but decided to quit while at the top of his game.

"It began to be a mental strain each season," Van Brocklin told a hastily-called press conference late Thursday. "I'm about the last of the guys I came up with and I decided it was time to retire."

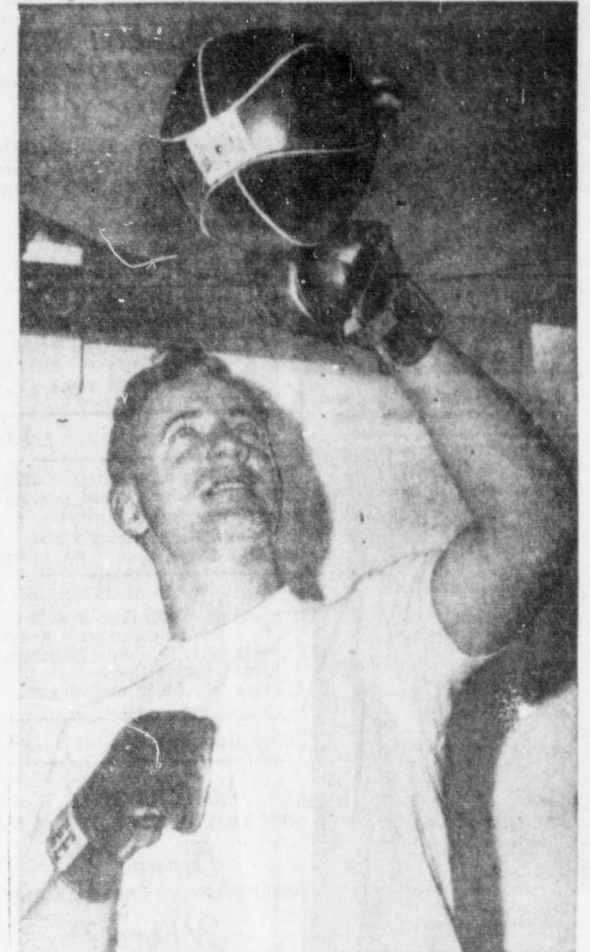
"I began thinking of retiring in mid-season for no particular reason other than I decided that this was my last season and the Baltimore Colt game was my last game."

Van Brocklin said he had no desire to embark on a coaching career and instead will continue to act as a sales and public relations representative for a pipeline company in Portland, Ore., where he will make his home.

"I don't feel I'm leaving the Rams in a lurch," Van Brocklin said. "They've got two or three quarterbacks coming up."

General Manager Pete Rozelle of the Rams disclosed the club agreed to let Van Brocklin retire even though he still had a year to go on his current contract because the quarterback has made up his mind.

Rozelle said the club would start rebuilding at quarterback next season when Bill Wade, Van Brocklin's understudy, will take over as the veteran, at the position.



GETTING INTO SHAPE — Following the recommendations of Mayo clinic medics, Whitey Ford, ace New York Yankee southpaw, whacks the speed bag in a New York gymnasium. The exercise was urged as treatment for the pitching arm injury Whitey suffered last season. (International)

SPORTS in the SUN

The Desert Sun Friday, Jan. 3, 1958 9

WILLIE MAYS LOOKING FOR BIG YEAR IN S.F.

NEW YORK, (AP) — A satisfied smile settled over Willie Mays' features as he draped himself in an easy chair, cocked an ear to a Billy Eckstine recording and told how the Giants' new San Francisco ball park should prove a personal boon to him.

"Man, that fella can really sing you know it?" Mays said, hanging intently on every note.

Willie listened in rapt silence for some time, then drifted back to San Francisco and the Giants. "I think Seals Stadium is gonna be a better place for me to hit than the Polo Grounds," he said.

"I played my games there this year on our barnstorming trip and I did pretty good."

AS USUAL, Willie was understating. By "pretty good" he meant he had collected seven hits, including a pair of homers, in nine times up during the two games at Seals Stadium.

"I like that left field fence," he said. "I think it's 365 feet right down the line. In the Polo Grounds I'd hit a lotta balls 400 feet in left-center and they'd wind up being outs."

Mays feels the move to San Francisco will help all the other Giants as well as himself.

"Any ball player does a whole lot better when he's playing before a big crowd," Willie said, suddenly getting up from his chair. "Those big crowds bring out the best in you . . . you ask any ball player. I betcha' he'll tell you the same thing."

While he was on his feet, Mays walked over to the recorder on the other side of the room and stacked up some more platters.

"I love to listen to records," he said softly.

said, getting comfortable in his chair again. "And when I'm not listenin' to 'em, I like to watch television."

WILLIE, HOWEVER, doesn't spend all his spare time spinning records and watching Westerns on TV.

"If I go too long without getting any exercise, it makes me sick," he said. "Honest, I just don't feel right if I keep sittin' around all the time. So I generally go to the 'Y' once or twice a week. I don't do anything strenuous there, though. I like to play with the kids. You know, a little basketball or something like that."

At 185 pounds, Mays could go out and play a doubleheader today if he had to.

"I'm always ready," he said, solemnly, when the idea was suggested.

LIKE ALL the other members of the Giants, Willie is looking forward to the start of the new season in San Francisco.

"It's something new," he said, "and you're always kind of anxious about something like that. I think I'm gonna enjoy playing in San Francisco. The folks seem mighty nice."

"Course, that don't mean I'm ever gonna forget New York. This is the place I got my start. You don't ever forget a thing like that. I'll miss all the Giant fans here, too. They were mighty good to me."

By this time, the recorder had stopped, and now Willie grew silent again.

"I'll really miss 'em a lot," he said softly.

Oregon Gives Shaky PCC Shot in Arm

Showing Against Bucks Brings New Hope to West Coast

By HAL WOOD

United Press Sports Writer
LOS ANGELES, (AP) — A renewed enthusiasm for the Rose Bowl pact with the Big 10 flared along the West Coast today following "little" Oregon's magnificent stand against the champion Ohio State Buckeyes.

From Seattle in the north to Los Angeles in the south in the disintegrating Pacific Coast Conference there now seems to be some belief that there is a chance for West Coast football after all.

Oregon was supposed to be the greatest mismatch in bowl history against the Ohio State team that was voted by the United Press Board of Coaches as the greatest in the nation.

"BUT IF OREGON, which lost two conference games, can come that close to winning the nation's No. 1 team," said one PCC man, "then our PCC football can't be so bad at that."

In Los Angeles, which is the major center of insurrection as far as the conference is concerned, the critics were stilled.

Some of the dissension in the loop was brought about, not by rules and regulations, but by the fact that many thought California, USC, Stanford and UCLA had outgrown the Northwest schools. The Oregon, Washington and Idaho representatives in the conference, with the exception of the Huskies, have tiny stadia, which small income at the gate, compared with the stadia in California that seat from 80,000 to 100,000.

HOWEVER, the Rose Bowl records show that the teams from the Northwest seem to fare just as well or better in the post-season classic than California outfits.

It has been the habit of many Californians to look down their collective noses at Oregon and Washington teams. They didn't take any pride in whipping the team from the Northwest. When California clubs lost it was regarded as an upset — or that the California teams were below par.

Oregon's performance in the Rose Bowl, however, may put a stop to all this. The local boys know now that when they whip a team coached by Len Casanova, they have licked one of the best.

Bequeath Wins in Palm Springs Purse at Anita

ARCADIA, (AP) — Jockey Willie Shoemaker brought Bequeath home a head in front of Falmer Thursday to win Santa Anita Park's featured \$6,000 Palm Springs Purse.

Time for the six-furlong event was 1:09 3/5. Bequeath, the favorite, paid \$3.80, 3.00 and 2.60. Falmer returned 9 and 3.90, and Vito Supreme was worth 2.60 to show ticket holders.

Dodgers No. 1 Fan Guest on Desert

Lous Obstfeld, heralded as the No. 1 Dodger fan, was a guest at Desi Arnaz' Western Hills Hotel after Christmas, enjoying the desert atmosphere and mapping ambitious plans to maintain his title as the erstwhile Brooklyn Bums biggest and best rooter.

He plans to root just as hard for the Los Angeles Dodgers whether it's in the Coliseum, Rose Bowl "or the south pasture of the north 40" as he puts it, as he did when they were in Ebbets field.

He feels, once a Dodger fan, always a Dodger fan.

BETWEEN VISITING a new grandchild in Covina and planning a trip to Mexico, he is masterminding an airlift from Brooklyn to Los Angeles for the opening game between the Dodgers and the San Francisco Giants April 15.

If he has his way, that airlift will include, among others, the Dodger Symphonie, Happy Felton, Gladys Gooding, Mrs. Charles H. Ebbets, Leon Cadore, Otto Miller, Jackie Robinson, Hild a Chester.

The idea first crystallized in the mind of a United Airlines staffer who asked Walter O'Malley, Dodger president, for someone to take charge of such a plan. O'Malley immediately suggested Obstfeld.

BESIDES the "big names" on the airlift, Obstfeld has an idea that "a few underprivileged kids can take a free junket to the West Coast to see their beloved Dodgers (they ain't Bums no more in Los Angeles) play."

Obstfeld and his wife, Mary,

took off yesterday from Los Angeles on a tour by car through the United States and Mexico to promote the Calvalcade. They will visit the Dodger training camp at Vera Beach, Florida, before returning to their home in Brooklyn.

GAS-TOONS

By Fred



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PALM CANYON INTERIORS
COMPLETE DECORATING SERVICE
816 North Palm Canyon Drive — El Paseo Building
PHONE FAIRVIEW 5-3917

JANUARY CLEARANCE

MANY ITEMS DRASTICALLY REDUCED!

Open Evenings Until 7:00

Monroe's for MEN & BOYS
Clothing—Shoes—Sportswear
155 E. ANDREAS — Opposite California Electric

BEFORE you BUY any car . . . See . . . Drive . . . the NEW OLDS "88" for '58 !

Plaza-Motors
Cadillac-Oldsmobile

290 Indian Avenue at Amado
Phone FA 5-2572

Member Palm Springs Chamber of Commerce
—FOR 20 YEARS—
THE "HOME OF FINE CARS"

NOW YOU CAN LEARN TO FLY

Palm Springs Airport

- Full Time Instructor
- 30 Years Experience

MAMER SHRECK
AIR TRANSPORT
FAirview 4-9791

A Sunday "Must"
EL MIRADOR'S famed SUNDAY BRUNCH

★ **FABULOUS FOOD** ★

★ **IMPROMPTU ENTERTAINMENT** ★

TEX KIDWELL
Your Singing Master of Ceremonies
BILLY ALLEN
and His Orchestra

Every Sunday
12:00 Noon

El Mirador HOTEL

ACRES OF FREE PARKING
For Reservations Phone:

ANNOUNCING THE OPENING OF HILLCREST MANOR

21 UNIT APARTMENT HOTEL

1 and 2 Bedrooms
SWIMMING POOL

REFRIGERATED AIR CONDITIONING

TV IN EVERY UNIT

Each With Kitchen
Personalized Maid Service

NOW LEASING
For Information
Phone: FA 4-3695

HILLCREST MANOR
1530 East Palm Canyon Drive

A New Issue . . . January 2, 1958

DESERT TURF CLUB
A California Corporation

One Thousand Units \$2000 PER UNIT

Purpose . . . Construction and Operation of Horse Racing Track and Plant

Each Unit is comprised of:

- One share of Capital Stock \$1000 par value
- One six percent sinking fund debenture in the Principal amount of \$1000
- To be issued in one or more Units only. 50 Units to be issued for promotional services.

- The California Horse Racing Board has allotted to the Corporation a total of twenty-two days of Quarter Horse Racing with Pari Mutuel wagering (including two Charity Days) starting October 17th through November 15th, 1958.
- Plans are completed, construction contemplated for February with completion scheduled during the Summer of 1958.
- No offering will be made except by the Corporation's Prospectus and only in California to bona fide residents of the State of California.

Location: 29000 Del Sol Road, approximately 8 miles South and East of Palm Springs.

Desert TURF CLUB
PALM SPRINGS, CALIFORNIA

DESCRIPT TURF CLUB
3123 W. Eighth St.
Los Angeles 5, Calif.

Please send Prospectus and information regarding the DESERT TURF CLUB.

Name _____
Address _____
City _____ Calif. _____
Phone No. _____

← **WRITE TODAY FOR PROSPECTUS**



AT PALM SPRINGS BILTMORE, Yvette Levin, Leo and Anne Baker, and Phyllis and Bob Levin celebrate the new year of 1958. They were

some of the host of people filling the Biltmore's Garden Room and dining room. (Desert Sun Photo)



THE DUNES found late diners in the spirit of New Years, and among the celebrants were this table of winter visitors. Left to right, Mr. and Mrs. Ben Weinberg, Max Dresdner (he is former owner of the

Del Tahquitz), Mr. and Mrs. Jules Hennig, Mrs. Dresdner, and Mr. and Mrs. Spencer Meyers. (Desert Sun Photo)



HUDDLE SPRINGS had a record late crowd New Years Eve and among the celebrants are, left to right, Mrs. Jessie Baumgardner, Larry Jones

—manager of Huddle Springs, and Raymond Chandler, mystery story writer. (Sun Photo).

LEGAL NOTICE
No. 641
NOTICE TO CREDITORS
INDIO NO. 211
ESTATE OF EVA LOMMEL FRANKLIN, aka EVA L. FRANKLIN, aka MRS. E. L. FRANKLIN, aka MRS. C. H. FRANKLIN, Deceased.
NOTICE IS HEREBY GIVEN, by the

Real Estate Firms in Palm Springs and Desert Area

PALM SPRINGS Phone 4-9475
COWEN-RATTERREE 4-9475
1171 N. Palm Canyon Dr.
ISRAEL, ADOLPH FA 5-2981
671 N. Palm Canyon Dr.
LANG, ROSLYN FA 5-2322
1175 N. Palm Canyon Dr.
ROCKS, MADGE O. FA 5-6707
The Center, Suite 7
SHEPTENKO, PETER B.
The Pioneer Realty Co.
475 N. Palm Canyon FA 5-2727
WADE, RUSSELL FA 5-2855
850 S. Palm Canyon Dr.

CATHEDRAL CITY
CLARK, PAUL W. FA 5-2512
68-657 Broadway
JORGENSEN, E. M.
68-574 Broadway FA 5-2279
SHARP, JOHN FA 5-2816
68-555 Broadway

LA QUINTA
HOFFMAN, MILTON A.
P.O. Box 306 DI 7-4441

PALM DESERT
CARL HENDERSON
73-941 Highway 111 FI 6-6239
EDITH EDDY WARD
P.O. Box 285 FI 6-6382
PALM DESERT SALES CO.
73-555 Highway 111. Next to Standard Station FI 6-6108
WELCOME - WHITE
Phone FI 6-6117

RANCHO MIRAGE
TED SMITH FA 5-3600
71-691 Highway 111

THUNDERBIRD AREA
TONY BURKE FA 5-2590
West of Thunderbird C.C.
70-237 Highway 111 1/4 mile -Adv.

LEGAL NOTICE
No. 642
NOTICE TO CREDITORS
INDIO NO. 212
ESTATE OF EVA LOMMEL FRANKLIN, aka EVA L. FRANKLIN, aka MRS. E. L. FRANKLIN, aka MRS. C. H. FRANKLIN, Deceased.
NOTICE IS HEREBY GIVEN, by the

BANK OF AMERICA NATIONAL TRUST AND SAVINGS ASSOCIATION
Administrator With Will Annexed of Estate of EVA LOMMEL FRANKLIN aka EVA L. FRANKLIN aka MRS. E. L. FRANKLIN aka MRS. C. H. FRANKLIN, Deceased.
Dated at Palm Springs, California, December 18, 1957.

NOTICE OF INTENTION TO EXERCISE CHATTEL MORTGAGE
NOTICE IS HEREBY GIVEN THAT VILLAGE PUBLISHING COMPANY, a corporation, whose address is 154 North Palm Canyon Drive, in the City of Palm Springs, County of Riverside, State of California, intends to and will encumber and mortgage to RAYMOND J. WYAN, whose address is c/o Messrs. Thompson & Colgate, Attorneys at Law, 444 North Palm Canyon Drive, in said City of Palm Springs, County of Riverside, State of California, all the furniture, fixtures, equipment and negotiable personal property of the said VILLAGE PUBLISHING COMPANY, situated in and about the premises above described.

The said encumbrance and mortgage will be consummated and delivered and the considerations delivered at 9:00 o'clock A.M. on January 2, 1958, at the offices of Messrs. Thompson & Colgate, No. 444 North Palm Canyon Drive, City of Palm Springs, County of Riverside, State of California.

DATED: December 18, 1957.
VILLAGE PUBLISHING COMPANY, a corporation,
By S. FRANK M. MOFFATT, President.

STATE OF CALIFORNIA,
COUNTY OF RIVERSIDE, ss.
On this 28th day of December, 1957, before me, ROY W. COLEGATE, a Notary Public in and for said County and State, personally appeared FRANK M. MOFFATT, known to me to be the President of the Corporation that executed the within instrument, and known to me to be the person who executed the within instrument on behalf of the corporation, and he acknowledged to me that such corporation executed the same, and acknowledged to me that such corporation executed the within instrument pursuant to its by-laws or a resolution of its board of directors.

WITNESS my hand and official seal the day and year in this certificate first above written.

S. ROY W. COLEGATE,
Notary Public in and for said County and State.
My Commission Expires May 15, 1960.
Published: January 3, 1958.

CERTIFICATE OF BUSINESS UNDER FICTITIOUS NAME
The undersigned do hereby certify that there are conducting a land development business as Partners at 1111 East Palm

READ SUN CLASSIFIED ADS

LEGAL NOTICE
No. 643
NOTICE TO CREDITORS
INDIO NO. 213
ESTATE OF EVA LOMMEL FRANKLIN, aka EVA L. FRANKLIN, aka MRS. E. L. FRANKLIN, aka MRS. C. H. FRANKLIN, Deceased.
NOTICE IS HEREBY GIVEN, by the

BANK OF AMERICA NATIONAL TRUST AND SAVINGS ASSOCIATION
Administrator With Will Annexed of Estate of EVA LOMMEL FRANKLIN aka EVA L. FRANKLIN aka MRS. E. L. FRANKLIN aka MRS. C. H. FRANKLIN, Deceased.
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My Commission Expires May 15, 1960.
Published: January 3, 1958.

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INDIO NO. 214
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NOTICE IS HEREBY GIVEN, by the

BANK OF AMERICA NATIONAL TRUST AND SAVINGS ASSOCIATION
Administrator With Will Annexed of Estate of EVA LOMMEL FRANKLIN aka EVA L. FRANKLIN aka MRS. E. L. FRANKLIN aka MRS. C. H. FRANKLIN, Deceased.
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READ SUN CLASSIFIED ADS

Travel & Transp. 5

EMPLOYED young girl needs ride from North Palm Springs to Palm Springs. 7:30 a.m. and 5:00 at night. Will share gas expenses. Phone Pat FA 5-3905.

Business Services 9

DESERT LITERARY AGENCY

NOVELS, PLAYS AND SHORT STORIES CRITICIZED, REVISED AND EDITED FOR MARKET.
67-407 Barbara Drive
Rancho Mirage
PHONE FIRESIDE 6-8051

GWEN WORKMAN
PUBLIC STENOGRAPHER
BOOKKEEPING - LEGAL WORK
174 N. PALM CANYON DRIVE
FA 4-2637 or FA 4-1874

Personals 12

RESOLVE to drive safely in 1958
Driver analysis, dual control cars, free safety literature.
Palm Springs Driving School
412 N. Indian Avenue. FA 4-8311

ALCOHOLICS ANONYMOUS
Meetings Wednesday at 8:30 - St. Theresa's Kindergarten Room Friday 8:30 St. Paul's Episcopal Church Parish House
Phone FA 5-2701 until 9 p.m.

Announcements 14

Luncheon?
THE BEST IN TOWN \$.95

Dinner?
DELICIOUS - 7 Course \$1.95

Where?
CHI CHI
OF COURSE

DR. J. G. JONES - DENTIST
Phone FA 8-1325
68-568 Broadway Cathedral City

Service Misc. 15

CITRUS TREES
GUARANTEED AND DELIVERED. BELOW RETAIL ALL SIZES, 2 to 4 YEARS OLD.
FA 4-2638.

MOWERS
NEW AND USED - SHARPENING
685 S. PALM CANYON
HARRY WALKER - FA 5-7838

Mimeographing
BUSINESS cards, announcements, rubber stamps. VONA GOFF
66-570 Carey Road Ph. FA 5-2483

HENDERSON
FOR CUSTOM CABINETS
PHONE FA 8-2242

SLIPCOVERS
MADE TO ORDER
D. FISHMAN PHONE FA 8-2390

COSTUMES
RENT OR MADE TO ORDER
546 Grove, Cathedral City FA 8-2297

CEMENT, MASONRY AND PLASTER WORK
JOHN BANKHEAD, 1252 S. 42ND ST., SAN DIEGO.

PLUMBING repairs, Stoppages
cleaned electrically. RALPH MEYERS, FA 5-6373 or 5-6577.

GARDENING - MAINTENANCE
Phone FA 4-2683 after 5 p.m.
Monday through Friday

A-1 CARPENTER
Cabinet Work and Repairs
Phone FA 4-9738

LANDSCAPING - STONEMAN
CRAIG OF PALM SPRINGS
PHONE FA 5-6838

CARPENTRY, remodel, alter, repairs.
Free estimates. Insured work guaranteed. FA 4-2638.

General Floor Maintenance
Cleaning - Waxing - Polishing
Home - Commercial - FA 5-6619

Carpet Cleaning 21
PARKER RUG CLEANERS
RELIABLE. Guaranteed Work. Our reputation is proof of quality. Ph. FA 5-2453.

Situations Wanted 25
MASSEUR, 63, wife 59 will take position in home. Wife to take care of home, masseur to give massage in off hours. Steady, no tobacco or liquor. Call El Mirador, Finnish Baths, ask for Lew. Phone FA 4-1141

SCANDINAVIAN couple, middle aged, desires job as caretakers, on estate, in Palm Springs or area.
Can do all maintenance, gardening, also experienced with horses. A-1 references. Desert Sun Box 190, File G-6.

MANAGE your hotel or motel or any business.
Twenty years experience. Promotion my line. Sidney G. Gann, 1445 1/2 North Bronson Ave., Hollywood 28, Calif., Hollywood 28-8103.

NEED RIDE from Palm Desert to Robinson's, Palm Springs store.
FI 6-6465.

Phone FA 5-5005 for Classified Ads.

Situations Wanted 25

YEAR round position as Maintenance and Caretaker for Desert home. Private Estate, Motel, Hotel, etc. Must be in Palm Springs vicinity, by experienced Desert resident. Write Desert Sun Box 190, File F-7.

REGISTERED NURSE. Care for invalid, live in, or as traveling companion. L. Bernhardt, RH. 2 No. Arcadia Terrace, Santa Monica.

MAN EXPERIENCED carpentry, plumbing, building maintenance. References, 15 years forest service. Ph. FA 9-2465.

COOK Housekeeper, butler chauffeur thoroughly experienced. Ph. Banning VI 9-3574 Eve.

PAINTING, decorating, paper hanging. Reasonable. Free estimates. FA 5-3850 or FA 5-2341

Baby sitting, day or night experienced, middle aged lady Mrs. Gee - FA 4-1931

GARDNER - CLEAN UP PLANT - PRUNE AND HAUL
PHONE FA 5-3717

COMPANION, housekeeper, excellent cook. Willing to travel. References. Ph. FA 4-9054.

RELIABLE woman wants day work by sitting nights. Own transportation. Ph. FA 4-1048.

Child Care and Day Nurseries 26
CHILD CARE by the hour, day or week. Fenced play area. Modest rates. HOLLY DAY NURSERY. Phone FA 5-6256

Help Wanted 27

JOB OPPORTUNITIES!
Secretary \$250
Bookkeeper, Receptionist \$250 Up
Hotel Secretary Open
Sales girl \$250
Bellman Open
Hotel Maid \$175
Hotel working housekeeper \$175

Waitresses R&B \$125
Waitresses \$1 Hr.
Pantry, Baker R&B Open
Pantry, woman \$125 Hr.
Housekeeper, child care R&B \$75 Wk.
Cook, housekeeper R&B \$200
Domestic Couple R&B \$400
Domestic Maid R&B \$200
2nd Maid R&B \$45 Wk

EMPLOYMENT SERVICE AGENCY
135 E. Andreas Rd. Ph. FA 4-9638

DESERT EMPLOYMENT AGENCY
Office Clerk \$363
N.C.R. Operator-2000 \$65 wk.
Stenographer \$75
Food Checker \$140 hr.
Bus boy \$125 hr.
Baker Open
Pantryman R&B \$250
Domestic Maid R&B \$200
Mother's Helper R&B \$100
Child care \$20 wk.
Waitresses \$1 hr.
Maid \$200
Cook-housekeeper R&B \$200

LUCILLE GARLAND
208 N. Indian Ave. Ph. FA 5-2384

Credit Manager
RETAIL clothing store in Indio. Experience necessary. Good pay. Box 190 Desert Sun, File F-6.

REAL ESTATE Broker or salesman. You can make money here. See Mr. Boyd.
SPRINGS REALTY
425 N. Palm Canyon FA 4-9695

MAN OR WOMAN, to do spotting and pressing, apply at 510 N. Palm Canyon Dr., of white Redlands Laundry and Dry Cleaners, 15 S. 6th St., Redlands.

HAIR STYLIST, male, top notch. Good guarantee and commission. Kirks, Room 201, 121 S. Palm Canyon, FA 5-5607.

COUPLE for maid and maintenance, some managing. Room and salary. 12 unit motel. Desert Hot Springs. FA 9-3486.

ASSISTANT Hospitality Hostess for Cathedral City. Must have own car. Age 30-45. Ph. FI 6-6925 for appointment.

TOP SALESLADY WANTED
APPLY IN PERSON
LANZ
116 S. PALM CANYON

REAL ESTATE Broker or Salesman. Exclusive Palm Desert development. Silver Spur Realty Co. FI 6-6161.

WANTED a woman for part time job in Cathedral City, retail clerk. Desert Sun Box 190, File G-7.

HOUSEKEEPER
PLAIN COOKING
LIVE IN FA 5-2447

COOK - Housekeeper, white. Adult family. References required. Live in. FA 5-2285.

GIRL to check in market. Must have pleasing personality. Desert Sun Box 190, File G-6.

EXPERIENCED sales lady for Western shop. Apply in person. 1151 N. Indian

Real Estate for Sale

ENCHANTED ESTATES

FURNISHED MODEL HOME

(BY C. TONY PEREIRA-INTERIOR DECORATOR)

Now Open for Inspection
2866 LIVMORE AVENUE

TAKE RAMON ROAD TO SUNRISE WAY; TURN NORTH ON SUNRISE WAY TO McALLUM WAY; TURN EAST ON McALLUM WAY AND FOLLOW SIGNS TO MODEL (NEAR PALM SPRINGS CITY HALL).

REFRIGERATED COOLING—forced air heating, built-in range and oven, dishwasher, refrigerator, disposal, fireplace, living room 18x24—master bedroom 11'x15—extra large lots. Two palm trees. Completely fenced.

3 BEDROOMS - 2 BATHS
PRICES START AT \$19,900
MINIMUM DOWN PAYMENT \$1,950
PADDOCK POOL AN OPTIONAL FEATURE WITH ADDITIONAL DOWN PAYMENT OF \$1000.
CLOSE TO SCHOOLS—3 MINUTES TO DOWNTOWN.
MAIN OFFICE 3175 EAST RAMON PHONE FA 5-6068

Help Wanted 27

ARE YOU REGISTERED WITH US?
NO FEES FOR JOBS
CALL IN PERSON
PALM SPRINGS EMPLOYERS ASSOCIATION
214 N. INDIAN AVENUE

HOUSEKEEPER, family of four, 2 school girls, general housework and plain cooking. Live in or out. Write Desert Sun Box 190, File G-4.

CONSTRUCTION MEN
MASON, PLUMBER, SIGN PAINTER, ETC. - FA 5-6473

Real Estate Loans 28

PRIVATE party will make residence loans at 6 per cent interest, amortized for ten years, at 50 per cent of value. Reply to Desert Sun Box 190, File G-2

SELL with recourse \$9500 choice 2nd T.D. \$100 month, 7 years. No discount. Trade for equity in income property.
RALPH WEINSTEIN FA 5-2884

Bus. Opportunities 29

COCKTAIL LOUNGE
REAL MONEY MAKER!
\$29,500 PLUS INVENTORY
JEKYLL, BRADLEY & CO.
457 N. Palm Canyon Ph. FA 5-2734

SMALL restaurant and beer tavern. Excellent opportunity for couple. \$5000. some terms. The Hitching Post, 16920 So. Palm, Desert Hot Springs, FA 9-3522.

WILL BUY insurance agency or invest in real estate and insurance business. Desert Sun Box 190, File G-8.

LOTS & Acreage 33
COCKTAIL LOUNGE
REAL MONEY MAKER!
\$29,500 PLUS INVENTORY
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FURNISHED MODEL HOME

(BY C. TONY PEREIRA-INTERIOR DECORATOR)

Now Open for Inspection
2866 LIVMORE AVENUE

TAKE RAMON ROAD TO SUNRISE WAY; TURN NORTH ON SUNRISE WAY TO McALLUM WAY; TURN EAST ON McALLUM WAY AND FOLLOW SIGNS TO MODEL (NEAR PALM SPRINGS CITY HALL).

REFRIGERATED COOLING—forced air heating, built-in range and oven, dishwasher, refrigerator, disposal, fireplace, living room 18x24—master bedroom 11'x15—extra large lots. Two palm trees. Completely fenced.

3 BEDROOMS - 2 BATHS
PRICES START AT \$19,900
MINIMUM DOWN PAYMENT \$1,950
PADDOCK POOL AN OPTIONAL FEATURE WITH ADDITIONAL DOWN PAYMENT OF \$1000.
CLOSE TO SCHOOLS—3 MINUTES

HOSPITALITY HOUSE

Now for Sale!

LOCATED ON SHADOW MOUNTAIN CLUB GROUNDS
3 BEDROOMS, 3 BATHS, POOL

THIS IS THE "PUSH BUTTON" HOUSE
THAT WAS FEATURED IN
SATURDAY EVENING POST

Has Everything!

SHOWN BY APPOINTMENT ONLY

CHOICE PALM DESERT COMMERCIAL LOT.
Located in built-up area—50'x112'—With 100 ft. of
additional parking in rear.
ONLY \$12,600. TERMS CAN BE ARRANGED.

EDITH EDDY WARD REAL ESTATE CO.

TWO CONVENIENT LOCATIONS
Palm Desert Next to Drug Store
Indian Wells Near Desi Arnez Western Hills Hotel
Phone FI 6-6792 or FI 6-6382

WILLIAM HAINES OFFERS

FOR LEASE OR SALE

His New Deluxe Furnished Home

3 BEDROOMS, 3 BATHS, 2 MAIDS

ROOMS, 1 BATH. REFRIGERATED AIR

AND HEAT. TERRAZZO AND PARQUET FLOORS,

FINE ANTIQUES AND MODERN HEATED

POOL, 2 TELEVISIONS. \$2300 PER

MONTH, 3 MONTHS MINIMUM. ADULTS.

BEVERLY HILLS CR 6-9632

PALM SPRINGS FA 5-2376

WEEKENDS. COURTESY TO BROKERS

Lots & Acreage

33

For 5 Income Units
CHOICE R-2 CORNER LOT
NEAR INDIAN AVE ON SEWER
BARGAIN — OWNER FA 5-6390

LA QUINTA
2 LOTS — \$3000
Write Desert Sun Box 190, File H-6

For Sale or Exchange 34

SAN CLEMENTE industrial building
for Palm Springs property.
Owner — Hutton's Real Estate
805 N. Palm Canyon FA 5-5977

Income Property

35a

NO
MANAGEMENT PROBLEM
WITH THIS 5 units, good South
End location. On leases. Pool.
\$25,000 Down

NOR WITH THIS
4 LOVELY units on leases. Fine
South end area.
\$15,000 Down

MURPHY REALTY
464 N. Palm Canyon FA 5-5102

WE ARE . . .

EXCLUSIVE AGENTS for this 13
unit garden hotel. Beautifully
furnished, spacious grounds and
a lovely big pool. Price includes
valuable improved corner on
main thoroughfare. Owner re-
tiring. Will consider a trade for
commercial property. Phone for
particular. FA 5-2929.

RARE OPPORTUNITY

SMALL Hotel with long term con-
tract with large firm guaran-
tees 100 per cent occupancy
with \$1500 month income year
round. One person can operate.
\$49,850. \$18,500 down. \$355
month. Other commitments ne-
cessitate fast sale. Write Des-
ert Sun Box 190, File F-3.

PROFITABLE
LARGE HOTEL
IN STRATEGIC top location. We
believe we can deliver at 3 1/2
times gross with \$150,000 down.

OTHER EXCELLENT HOTELS

MURPHY REALTY
464 N. Palm Canyon FA 5-5514

TRAILER PARK SITE

ZONED FOR 250 TRAILERS
SELL OR LEASE
MUNHOLLAND & CO.
1059 N. Palm Canyon FA 4-1082

DUPLEX
CLOSE IN, SOUTH END LOCA-
TION, BEST BUY IN TOWN
AT \$22,500. SEE THIS TODAY!
JEKYLL, BRADLEY & CO.
457 N. Palm Canyon Ph. FA 5-2734

R-2 LOT \$2750
Close in House, R-2 lot . . . \$10,500
85 SPACE trailer site, business
front. Louis Venger. FA 4-9383.
FA 5-5595. "All Men Are Broth-
ers."

EL MIRADOR AREA 5 UNITS
New Deluxe Furnished
Terms — Sacrifice — FA 4-1926

ENJOY YOURSELF BEFORE IT'S LATER

GIVE
YOURSELF A HOME

AT

DESERT HOLLY

CO-OP APARTMENT HOMES

YOU REALLY OWN

Top Location Top Luxury

PUSH-BUTTON LIVING

\$17,350 TO \$22,350

WE INVITE YOUR INQUIRIES

QUALITY REAL ESTATE
HOMES — ACREAGE — BUSINESS

GRAHAM DEXTER, Realtor

ROY RANDOLPH

TONY SPANO

315 N. Palm Canyon Dr. Ph. FA 5-2238

DON CAMERON Says:

"FIRST OF THE NEW YEAR"
"BUY NOW, DON'T BE SORRY LATER"

"ALL OF THE FOLLOWING PROPERTIES LISTED
ARE IN THE PATHS OF PROGRESS"

1—60 acres, water, paved highway, in Thermal, future industrial
center for Coachella Valley, directly across from the Airport. \$600
per acre, firm—29% down, easy balance at 5%.

2—40 acres, city limits of Indio—Cash out at \$26,500—Firm.

3—40 acres, Thunderbird Country Club area, near new Quarter Horse
Race track under construction—\$1500 per acre. 29% down.

4—50 plus acres, Highway 111, frontage, near new Indian Wells Coun-
try Club. \$2500 per acre. Good terms.

5—Salton Sea acreage, near new Penn Phillips development. \$100 per
acre. Firm.

DON CAMERON, Realtor . . . Rancho Mirage

22 YEARS IN DESERT PROPERTY.

HOMES . . . LOTS . . . ACREAGE . . . INCOME

ASSOCIATES:
AL ZISKIN, Realtor ISABELLE CAMERON VIOLA DARNALL
PHONE P.S. FA 8-2155 PALM DESERT FI 6-6393

Real Estate for Sale

35

TERRY RAY

773 N. PALM CANYON

NEW YEAR'S BEST BUY — New
modern 3 bedroom 3 bath re-
frigerated home. Built-in fea-
tures. Pool and fenced. \$37,500.
Owner will take some trade.
Call Palmer, evenings FA 5-6454

FOR YOUR INCOME'S SAKE —
Investigate these 9 units and a
pool. Reduced to \$72,500, terms.
Call Campbell, eves. FA 5-7457.

OWNER WILL LISTEN TO any
offer on this 2 bedroom 2 bath
refrigerated home. Select neigh-
borhood. Trade or rent. Asking
\$22,000 furnished. Call Luce eve-
nings FA 4-2806.

EXQUISITE 2 BEDROOM nicely
furnished home—fireplace,
fenced, garbage disposal. Low
down, easy terms. \$14,500. Call
Hamm, evenings FA 8-1343.

ATTENTION INVESTORS — 175
acres at \$795 per acre, 4 miles
west of Indio. Across from new
development. Perfect for subdivi-
sion. Utilities available. Can be
sold in 80 or 40 acre parcels.
29 per cent down. Terms. Call
Matloff, evenings FA 5-5866.

TERRIFIC RENTAL — 2 bed-
room 2 bath and guest house.
Pool. Furnished. \$450 per month
for 5 to 6 months. Or sell \$34,
000, terms.

PHONE FA 5-2064
Howard Palmer
Bess Matloff Art Campbell
Betty Luce Mal Hamm

Cowen-Ratterree REALTORS

FORCED sale — 3 bedroom, 2
bath home, close in. Carpets,
drapes. \$5000 down. \$22,500.

BEST BUY — Twin Palms Estate
Must sell, 3 bedrooms, 2 baths.
Pool.

10 ACRES — Ready for subdivi-
sion. Near Thunderbird. \$55,000.

HOTEL — Owner leaving — Must
sell, exclusive Tennis Club area.
Small down payment.

CUSTOM furnished home, 3 bed-
room, 3 bath, pool — For rent
to qualified tenant.

FURNISHED DUPLEX — 2 bed-
rooms each, like separate homes.
Well built — newly renovated.
\$32,500.

MARTHA JAMES

REALTOR

445 N. Palm Canyon Ph. FA 5-2751

SPEEDY SYSTEM for selling any-
thing: Classified Ads! Phone FA
5-5005 for an ad-writer.

Real Estate for Sale

2 HOUSES

FOR LESS than \$8000 each on a
close in deeded lot. Top rental
district. Near bus line.

REAL VALUE

4 BEDROOMS, 3 bath., furnished,
with guest house rented at \$90
per month. Includes adjoining
vacant lot. All for \$30,000. Ex-
cellent terms.

12 UNITS

POOL. Out of town owner wants
to make a deal. Asking \$95,000,
will take some trade. Offers ac-
cepted.

LOT BUYS

Residential specials . . from \$1600
Close in, for duplex \$5500
Las Palmas, for 14 units \$24,500

Munholland & Co.

ASSOCIATES:
GORDON NICHOLSON
B. K. DE TARR
1059 N. Palm Canyon, FA 4-1082

EVERYTHING In Real Estate

MODERN 2 bedroom 1 bath,
beautifully landscaped fenced
yard. \$17,500.

CORNER — Well built 2 bed-
room, 2 baths, 2 covered patios,
walled yard, south end. Carpets
and drapes. \$24,750.

FURNISHED home and 3 lots —
Araby. \$23,500.

EXCLUSIVE RENTAL LISTINGS

LOTS — LOTS — LOTS

Mildred Jackson
REALTOR
296 S. Palm Canyon at Baristo
Phone FA 5-5356 - Day and night.

Paul Burkholder

FURNISHED 2 bedroom house,
R-2 lot, south end. \$2000 down.

RESIDENTIAL LOT—19' x 133'.
Top location. Fruit and palm
trees. \$7700.

104' x 230'
ZONED for 24 units. Protected
south end. For quick sale —
\$26,500.

359 N. Palm Canyon Drive
Phone Connie Dekker
FA 5-2613 or FA 4-9208

SEE US FOR

Better Realty Deals

Adolph Israel

REALTOR

671 N. Palm Canyon Drive

BE GOOD TO YOURSELF

Enjoy This World

in this

Out-of-This World Home

BEAUTIFUL ESTATE SITUATED
RIGHT ON THE GOLF COURSE
OF THE WORLD FAMOUS
THUNDERBIRD COUNTRY CLUB

Exquisitely furnished four bedroom four bath home
which has just been newly carpeted and draped. All
rooms are spacious . . . Terrazzo entrance hall . . .
4 fireplaces . . . lovely large master bedroom with
fireplace . . . two serving and butler pantries . . .
making this an ideal home for entertaining . . . the
lanai has sliding glass doors which open onto the beau-
tiful heated and filtered pool . . . picturesque land-
scaped grounds . . . on the golf course.

SHOWN BY APPOINTMENT ONLY . . .
TO QUALIFIED BUYERS

EXCLUSIVE WITH

RUSSELL WADE, Realtor

MEMBERS PALM SPRINGS REALTY BOARD

850 SOUTH PALM CANYON DRIVE

PHONE FA 5-2855

EXTRA SPECIAL!!

Permanent rentals, 6 units, \$6000 down to right party.

Triplex—rented, \$19,500. South end. Small down.

HOUSES

3 bedroom home, heated, filtered pool,
11 walled, \$19,500—\$5000 down.

Beautifully furnished 2 bedrooms, pool.
A little dream, \$29,500. Easy terms.

LOTS

Business zone—10 at only \$1250 each.

Boulevard location, real speculative buy.

Tamarisk Golf Club area—10 acres.
Priced for quick sale—Good terms.

MANY OTHER EXCELLENT BUYS AND EXCHANGES

LEO HIRSCH

JOHN BECKER — SALES MANAGER

425 SOUTH INDIAN

PHONE FA 4-9463

Real Estate for Sale

35

Trade Or Sell

By Darwin, the Builder
FOR QUALITY BUYERS ONLY
finest location, construction,
completely decorated. Wall to
wall carpets and drapes, 3 large
bedrooms, large closets, 3 beau-
tiful bath rooms, large storage
closets, living room with all
stone fireplace and planter. Din-
ing room with pass thru from
kitchen that's the finest, also a
dream. Built in range, oven,
dishwasher, disposal, Nu-Tone
blender, 14 cubic foot refrigera-
tor, all deluxe models. The best,
most beautiful kitchen cabinets
you have ever seen. Extra large
double garage off the kitchen,
completely finished with heating
and cooling, ready to change
into a real playroom. Large
laundry room with deluxe wash-
er, dryer and laundry tray. 2
hot water tanks. Finest cooling
and heating. Large lot, \$37,500,
financing available. FA 5-2305 or
FA 5-7116. Appointments only.
Also others, larger and smaller.

Analyze These

\$7500 — RITE SITE! — Only one
left, R-1 estate lot. Underground
utilities, close in.

\$13,500 — REAL DEAL! 3 bed-
room home in south end.

\$15,000 — WHY BUY? Because
it's cheaper than rent to own
this 3 bedroom family home
near Finchy school.

\$20,500 — LIVE LONGER FEEL
STRONGER! Enjoy the breath-
taking view of the valley from
this 2 bedroom 2 bath home.

\$37,500 — IT'S A HONEY FOR
THE MONEY! In the heart of
town, 3 bedrooms, 2 baths,
POOL in a paradise setting.

NEW ESTATE HOME close to
Post Office. Just being com-
pleted. Open for inspection. Un-
derground utilities including TV.

Culver Nichols

REALTOR

861 N. Palm Canyon Ph. FA 5-2182

HURRY!

A BARGAIN!! ONLY \$1500
DOWN, then \$77.50 per month
buys brand new stucco house,
best view in Palm Springs dis-
trict! HALF ACRE, retired peo-
ple's district, quiet, no dust,
daily mail! Paved street! Big
room for square dancing! A
honey! Turn at Citizens bank
on Highway 111, at Cathedral
City limits, come up hill one
mile to 38-343 Vista drive, turn
in on Skyway. Owner, Mrs.
Aker. Mail address Box 831, Ca-
thedral City, California. Full
price \$13,500 (which is what it
cost to build).

BY OWNER

RARE opportunity, lovely new
triplex, 1-2 bedroom, 2-1 bed-
room. Nice location. Close to
school. Will take lot in trade.
easy terms. Only \$27,500. 4560
Camino San Simian. Phone
Riverside Overland 3-2639.

Real Estate for Sale

35

5 UNITS

Beautiful Pool

Excellent Location

DELUXE 2 BEDROOM

OWNERS APARTMENT

Brand New

Completely

Furnished

PRICED

For Quick Sale

\$57,500

Peter B. Sheptenko

THE PIONEER REALTY CO.

OF PALM SPRINGS

475 N. Palm Canyon Dr.

Phone FA 5-2727

Ralph Weinstein

REALTOR

76 FT. ON SOUTH Palm Canyon

Drive, 2 house: on 2 lots, both
rented. Must be sold together.
Wonderful potential, \$15,750.

DUPLEX — Two 1 bedroom fur-
nished apartments.
\$19,500, small down.

8 FURNISHED UNITS on large
R-3 lot. In south end of town.
\$73,000.

Many More to Choose From.

Ralph Weinstein

REALTOR

Assoc. Elythe G. Weinstein

256 1/2 S. Palm Canyon Drive

Phone FA 5-2884

Frank Sinatra

Home on Tamarisk Golf Course.

4 bedrooms, 4 baths, pool, TV
and Hi-Fi. Fully furnished.

REDUCED TO \$75,000.

BY APPOINTMENT ONLY.

ANOTHER GOLF

COURSE HOME

FURNISHED — 3 bedrooms, den,
3 baths. Large swimming pool.
Only \$42,500.

TONY BURKE, Inc.

REALTORS

PHONE FAIRVIEW 8-2590

\$1500 DOWN takes 2 bedroom

furnished R-2 lot, close in. Call

after 2 p.m. FA 5-7570.

Real Estate for Sale

35

MILDRED S. POTTER SAYS:**3 IMPORTANT THINGS IN BUYING**

Location --- Location --- Location
THESE LOTS ALL CHOICE LOCATIONS

R-1-100x100-Near Ranch Club-\$5500.

R-1-Deep Well-107x107-Walled 3 Sides-11,650.

R-3-115x137 5-Hotel Area-\$22,500.

R-4-Highway 111, Close in, South End-78x215-\$45,000.

Palm Desert

C-1-Highway 111, South Side-50x200-\$12,000.

USE FORESIGHT, NOT HINDSIGHT AND BUY NOW!

MILDRED SOUTHWICK POTTER

74-058 HIGHWAY 111 - PALM DESERT

PALM DESERT FI 6-6953-PALM SPRINGS FA 5-7358

MILLIONAIRE'S ROW FOR THE ASKING

A HOUSE WITH A HOMEY FEELING FIT FOR A MILLIONAIRE AND A KING WITH A QUEEN. ONLY \$50,000. 3 LARGE BEDROOMS, ALL BIRCH DEN WITH REAL BEAMS. FABULOUS BIRCH KITCHEN WITH BUILT-INS. LARGE LIVING ROOM WITH REAL FIREPLACE, ELABORATE MASONRY, PATIO PLANTERS, REFRIGERATION, WALLED, LANDSCAPED ELABORATELY, POOL, WALK TO THE POST OFFICE-YET SO EXCLUSIVE.

SEEING IS BELIEVING-700 TAMARISK ROAD

ALSO SEE THE FABULOUS

\$40,000 HOME FOR \$30,00
 AT 1153 N. CALLE MARCUS

OWNER FA 5-6639 or FA 5-2438

SOUTH END

LARGE level corner lot, walled and fenced, \$6600. Will subdivide to build.

SPECULATORS

16 LEVEL acres, ideal for subdivision on main thoroughfare, \$16,000, terms.

BUILD FOR INCOME

LARGE level corner R-3 lot. Will handle 32 units, excellent location, \$40,000, terms.

FORCED SALE

TO PROTECT other investments, must sell 6 furnished units, excellent return, \$35,000, terms.

SOUTH END

COMPLETELY furnished duplex, 3 bedrooms, 2 baths and 2 bedrooms, 1 bath, large walled lot. Walking distance to shopping area, shows 2500 month return by lease, \$24,000, terms.

Crown Realty

18 THE PLAZA-FA 4-9661

HUTTON'S

\$1650 - R-1, Close in lot.

\$5000 - R-1 El Mirador area.

\$12,000 - 2 bedroom, fenced, good location, \$2500 down.

\$17,500 - NEW 3 bedroom, 2 bath. Choice location. Terms.

\$19,900 - NEW 3 bedroom 2 bath, all built-ins, fireplace, trees. Only \$1950 down. See this today!

\$44,500 - 5 LOVELY units, pool.

\$94,500-12 SPACIOUS units, pool.

\$750 ACRE, near Tamarisk Club

HUTTON'S

REAL ESTATE
 805 N. Palm Canyon, Ph FA 5-3977

House on R-2 Lot

2 BEDROOM house just 2 blocks from Safeway. Room for 2 additional units, \$1950 down, balance low monthly payments. Total price \$18,500.

NEW 3 BEDROOM 2 bath house with following features: 17' x 35' pool, barbecue, built-in stove and 2 car garage. All this for the low price of \$19,500. Good terms.

John W. Williams

REALTOR
 423 N. Palm Canyon Ph. FA 4-1641

OWNER MOVING EAST
 2 BEDROOMS and den, beautiful yard with enclosed patio and stone barbecue. Close in south end location. TV and all in. Included for only \$17,950.

JEKYLL, BRADLEY & CO.
 427 N. Palm Canyon Ph. FA 5-2734

\$9500 FULL PRICE
 2 BEDROOM HOME
 SMALL down and low monthly payments. This beats renting! JEKYLL, BRADLEY & CO.
 457 N. Palm Canyon Ph. FA 5-2734

DEEP WELL - 2 bedrooms, 2 baths, den, pool, carpets, drapes, \$35,000.

SPRINGS REALTY
 425 N. Palm Canyon FA 4-9695

BY owner - TRIPLEX, 2 one bedroom, 1 two bedroom and den. Beautifully furnished. TV cable. Phone FA 4-9148

JIM SHARPE

NEAR NEW 3 bedroom 2 bath, carpet. Room for pool, Central heat. Very nice. Only \$15,950, easy terms.

ATTRACTIVE 2 bedroom, Swedish fireplace, G. E. disposal, glass sliding doors to patio, garage. A real steal for only \$13,950, excellent terms.

MODERN 3 bedrooms, 2 baths, POOL. Large lot on private street, close in. Hurry - \$29,500.

6 FURNISHED UNITS - Owner's quarters has large living room with fireplace. Move in with only \$5000 down. May take trade. Hurry! Full price only \$45,000.

VIEW LOT up in rocks in Chino Canyon. \$6500, terms.

JIM SHARPE

REAL ESTATE
 433 N. Palm Canyon Drive
 Ph. FA 5-2545 Ph. FA 5-2319

BUY WRIGHT!

\$3500 DOWN
 WILL GET YOU into this nice 3 bedroom 2 bath NEW home and only \$19,500.

SOUTH LOCATION!
 BARGAIN - Only \$10,000 down to get this beautiful almost new 4 unit. Owner must leave town and ready to deal.

10 UNIT STEAL!
 LARGE POOL, close in, well located. Nothing comparable in town for \$72,500.

9 UNIT LOT!
 CLOSE TO Indian Avenue. A good buy at \$16,500.

BILLY WRIGHT

20 Years in Palm Springs
 REALTOR
 H. Lakey, B. Colven, V. Love
 382 No. Palm Canyon Drive
 FA 5-3727 - FA 5-6672

James Hammond

REALTOR
 NEW 3 BEDROOM 2 bath house, built-in stove, refrigerator, dishwasher and waste disposal. Fenced. Best location, \$20,500. Low down payment and easy terms.

LOVELY FURNISHED 3 bedroom 2 bath house with pool in Deep Well. One year old. Owner must leave town. Make offer!

FOR INCOME or residential lots consult us.

875 N. Palm Canyon Drive
 Phone FA 5-3373

"SILVER TOP"

"Own Your Own Apartments"

From \$8500

Ph. FA 5-5690
 FA 4-2577

MUST SELL

\$16,295 - 3 Bedrooms 2 baths, forced air heat, fireplace, sliding glass doors opening to large patio. Enclosed landscaped lot. Phone FA 5-3696

READ SUN

CLASSIFIED ADS

MURIEL E. FULTON, Realtor**RECOMMENDS**

\$16,450-BEST FOR THE MONEY. Ideal floor plan. Three bedrooms, two baths-privacy-view-\$2000 down.

\$39,250-STUNNING MODERN HILLSIDE HOME WITH POOL. Two two-room suites each with bath. Custom design. Very unusual.

\$79,500-JUST REDUCED. FINE HOME-five bedrooms plus pool-side guest house. Large pool and privacy-walled patio-completely furnished. Near famous hotel.

INCOME-

THREE BUILDINGS. House with three bedrooms and three baths for owner. Three additional units. Heated swimming pool - in exclusive Las Palmas area. Only \$20,000 down required. Total price-\$70,000.

THE ABOVE LISTINGS ARE OFFERED TO YOU AS A SELECTION FROM OUR FINE LISTINGS. WE HIGHLY RECOMMEND THEM FOR YOUR INSPECTION.

MURIEL E. FULTON**REALTOR**

Frances Wilson Frances Elliott Gwendolyn Lanahan
 Oasis Building - 125 South Canyon Drive - Phone FA 5-2225

CUSTOM QUALITY HOME

71388 Country Club Drive

THUNDERBIRD COUNTRY CLUB AREA

BRAND NEW 3 BEDROOM, 2 BATH HOME.
 EXTREMELY MODERN, HUGE STONE FIREPLACE,
 FULLY CARPETED, BUILT-IN KITCHEN, HEATED
 FILTERED POOL-CHOICE LOCATION.

PRICED TO SELL

OPEN DAILY 12 TO 4 P.M.

John Haskell & Company

2700 N. PALM CANYON

FA 4-2265

Dignity

**Beauty
Value**

CHARMING modern desert home. Custom furnished and decorated by prominent artist. Foyer with tropical garden and waterfall leads into spacious living room. 4 bedrooms, each with private patio; master bedroom suite, sliding glass walls lead to terrace and pool with aerating spray. Separate guest house. Every built-in convenience in kitchen. Ample storage throughout. Entirely walled, beautifully landscaped. Priced to sell to the discriminating buyer at \$39,500. Shown by appointment. Call M. Bowers, Broker, days FA 4-9661, evenings FA 4-2454.

FOLLOW the CROWD

TO
RANCHO MIRAGE
 A few MODEL HOMES left
 From \$18,500 - up
 Some with Heated Pools.

OR
 PICK your own VIEW SITE and build. Exceptionally large lots, from \$5000 up.

RANCHO MIRAGE REALTY
 Next to Post Office, Hwy 111
 Phone FA 8-2101

BY OWNER

Beautiful Modern House COMPLETELY furnished by decorator, 3 bedrooms 2 baths, fully equipped kitchen. Heated and filtered pool with waterfall. Landscaped by leading architect. 840 Baltimore Circle. Phone FA 5-2425

\$2000 DOWN!

FOR A NEW HOME
 ACTUALLY one of the best buys in Palm Springs; house - wise, location - wise, and price-wise. Selling for \$16,450 with monthly payments cheaper than rent. Phone exclusive agent FA 5-2929.

A REAL BUY

FOR those who want seclusion and privacy in Rancho Mirage. 2 bedrooms, 1 bath on approximately 1 acre. Patio, beamed ceilings fireplace, \$15,750, party furnished. By owner. Phone Fireside 6-6951.

MURPHY REALTY
 464 N. Palm Canyon FA 5-5514

OUR BEST BUY!
 IN CENTER of town. New Modern 3 bedroom, 2 bath home, built-in oven, range, beautiful fireplace, furnace heat and finest cooling. Only \$19,900.

JEKYLL, BRADLEY & CO.
 457 N. Palm Canyon Ph. FA 5-2734

ONLY \$2950 DOWN
 3 BEDROOMS, 2 baths, pool and refrigeration cooling. So new you pick your own colors.
 SEE IT TODAY!

MURPHY REALTY
 464 N. Palm Canyon FA 5-5514

NEW 3 BEDROOM
 \$12,750 - SMALL DOWN

BOB IRVINE
 FRANK FONDER TOM POWERS
 921 Broadway (Hwy 111)
 CATHEDRAL CITY
 Ph. FA 8-2939 or FA 8-3836

C. L. McClure
 Real Estate and Insurance
 68-764 Broadway (Hwy 111)
 P. O. Box 26, Cathedral City
 PHONE FA 8-3216

George Blackman - Associate

DUNLEVIE

6 NEW DELUXE UNITS - 2 and 1 bedroom apartments but can be operated as hotel. Corner lot with view of mountains and valley. Also 2 car garage.

BRAND new custom home, 3 bedrooms, 2 baths, ideal location, easy terms, \$29,500.

3 BEDROOM furnished house, fireplace, garage, walled lot with fruit trees galore, a steal at \$16,000.

Ernie Dunlevie
 1807 N. Palm Canyon Drive
 Phone FA 4-1237

Jules De Vorzon
 REALTOR
 RELIABLE Salesman Wanted.

2 BEDROOMS, 2 baths, landscaped, walled, lot of glass, carpets, very dramatic, \$26,000.

2 BEDROOMS, 2 BATHS, DEN. Furnished, landscaped, walled, POOL \$25,000

1447 N. PALM CANYON
 FA 5-5240 FA 4-9604

ENCHANTED VILLAGE
Best offer takes

3 BEDROOMS, 2 baths, refrigeration. Built-in range, oven, dishwasher, fenced corner.
 OWNER FA 5-2855, FA 4-9433

LOVELY CORNER
 BY OWNER - 3 bedroom 2 bath, beautifully furnished, 2 years. Immediate occupancy. TV, square fireplace, patio, heated pool, walled, landscaping. Principals only, \$32,500.

1110 BUENA VISTA - FA 5-6166

BARGAIN - \$15,250. By owner. 3 bedroom, 2 bath, 2 years old. Wonderful view. FA 5-6478.

CATHEDRAL CITY
 IF INTERESTED
 IN A GOOD BUY
 COME IN
 HOMES - LOTS - INCOME

New homes from \$11,950 to \$27,500. Older homes from \$5000. Down payments start at \$1500. Home and income: \$11,000 to \$17,500. View lots \$1750 to \$4500

RUTH BILES
 AND ASSOCIATES
 68-744 Broadway (Hwy 111)
 Cathedral City Ph. FA 8-2337
 Branch Office - Ph. FA 8-3442

10 FURNISHED UNITS, swimming pool. Full price \$60,000. Will trade for Los Angeles.

JOHN SHARP
 REALTOR
 68-555 Broadway (Hwy 111)
 Cathedral City Ph. FA 8-2816
 75-188 Highway 111
 Palm Desert Ph. FI 6-6868

NEW 3 BEDROOM
 \$12,750 - SMALL DOWN

BOB IRVINE
 FRANK FONDER TOM POWERS
 921 Broadway (Hwy 111)
 CATHEDRAL CITY
 Ph. FA 8-2939 or FA 8-3836

C. L. McClure
 Real Estate and Insurance
 68-764 Broadway (Hwy 111)
 P. O. Box 26, Cathedral City
 PHONE FA 8-3216

George Blackman - Associate

\$29,500-OWNER LEAVING TOWN... will consider offers on his deluxe 3 bed room, 2 bath home... partly furnished... desert landscaped front and back... 2-car attached garage... located in district of fine homes in close-in area. Call us for an appointment today!

\$38,500-NEARLY NEW 3 BEDROOM, 2 bath home with new wall to wall carpeting and drapes... located on popular Paseo El Mirador... beautiful kitchen with built-in range and oven heated and filtered pool... easy to care for desert landscaping... terms available.

WE HAVE SEVERAL OF THE FINEST HOTELS AVAILABLE AND INVITE YOUR INQUIRY. PRICES RANGE FROM \$50,000 TO \$270,000... ALSO AVAILABLE ARE SOME OF THE BEST APARTMENT AND HOTEL SITES.

THERESA PRESS, Realtor

Frank Gaudiello Ted McKinney John Tosti
 611 SOUTH PALM CANYON FA 5-5282 or -5294

OWNER LEAVING WILL SACRIFICE COMPLETELY FURNISHED

BEAUTIFUL MODERN HOUSE WITH
 HIGH BEAMED CEILING AND LOVELY FIREPLACE,
 WALL TO WALL CARPETING THROUGHOUT,
 3 BEDROOMS, 2 BATHS, FULLY EQUIPPED KITCHEN
 WITH SEPARATE DINING AREA, CLOSETS GALORE,
 UNUSUAL HEATED AND FILTERED POOL,
 WITH WATERFALL, COMPLETELY LANDSCAPED,
 SPRINKLING SYSTEM.

IDEAL SOUTH END LOCATION

840 BILTMORE CIRCLE - PHONE FA 5-2425

CATHEDRAL CITY

CHOOSE YOUR COLORS

ROOMY 2 BEDROOM and den home under construction now. Wall to wall carpeting. Stove and oven, cooler, birch cabinets and pullman, formica tops, sliding glass patio door. Roof overhang 4 ft. Laundry room and carport. Full price \$12,750. Only \$1750 down.

INCOME
 \$31,500 - 9 UNITS furnished. Very clean and well located.

SEE US - WE HAVE OTHERS.

SOME CHOICE LOTS in Cathedral City.

SALTON SEA BEACH lots now available. Reasonable terms.

Jorgenson Realty
 CAL BROWN
 Associate Broker and Business Opportunity Broker
 68-574 Broadway (Hwy 111)
 Cathedral City Ph. FA 8-2279

OPEN HOUSES
 12:30 TO 4
 37-349 Palo Verde Dr. S. of bank. AND
 68-386 Jacinto. E. of Cathedral Canyon Dr. Both have 3 bedrooms 2 baths; forced air heat, cooling; garage, fireplace, view lots.
 \$17,500 - \$19,500

RUTH BILES
 AND ASSOCIATES
 68-744 Broadway (Hwy 111)
 Cathedral City Ph. FA 8-2337
 Branch Office - Ph. FA 8-3442

G.I. RESALE
 2 BEDROOMS and den furnished. Many attractive built-ins. Non-Vets or Vets assume 4 1/2 per cent G. I. loan. Make offer for equity.

JACK NEAL
 735 Broadway Cathedral City
 Phone FA 8-2459

BY OWNER - 3 bedrooms, with beautiful pool, walled lot and patio. \$18,900, terms. see at 38-849 Belair Drive or call owner, Robert Sing, FA 8-3880.

AT YOUR SERVICE
 CLARK REALTY AND
 INSURANCE AGENCY
 REALTOR
 68-637 Broadway Ph. FA 8-2512

INDIC
 LOVELY 3 bedroom custom built home in Indio. 2 full baths, refrigerated, central heating plant. Large lot, 73' x 169'. Landscaped, including trees and shrubs and beautiful lawn. 217 sq. ft. Garage finished inside. This brand new home must be seen to be appreciated. Courtesy to Brokers. Ph. DI 7-1164 Indio.

PALM DESERT
MOVING
 MUST SELL my charming 2 bedroom home only recently professionally decorated. Be. m ceiling and fireplace in open living room, dining and kitchen area. New wall to wall carpets and drapes thruout. Beautiful landscaped lot affording fullest privacy. Excellent direct TV. Near Shadow Mt. Club and new 18 hole golf course. Priced for quick sale at \$19,500. Owner FI 6-6961.

Private party wants vacant lot or home, prefer north side. Pay cash or trade San Francisco property. Write Mrs. Zurich, 2480 Cardillo, Palm Springs.

FOR BEST RESULTS
 LIST YOUR PROPERTY WITH
Adolph Israel
 REALTOR
 671 N. Palm Canyon Drive
 Phone FA 5-2981

Industrial 38a
 NEW modern store, excellent location for drive-in liquor, drug or grocery. \$135 on lease. Phone FA 8-2724 for appointment.

Phone FA 5-5005 for Classified Ads.

AMY NELSON

\$11,950-NEW 2 BEDROOMS, DEN, 2 BATHS. ONLY \$750 DOWN.
 \$13,750-2 BEDROOMS, CARPETS AND DRAPES. NEAR BUS.
 \$17,500-NEW 3 BEDROOMS, 2 BATH, TOP LOCATION.
 \$19,500-NEW 3 BEDROOMS, 2 BATHS, POOL. \$2500 DOWN.
 \$30,000-GORGEOUS 3 BEDROOMS, 2 BATHS, BUILT-INS.

INCOME PROPERTY

\$20,000-TWO 1 BEDROOM APARTMENTS. EXCELLENT AREA.
 \$7,500-9 FURNISHED UNITS AND POOL. OFF INDIAN AVENUE.
 \$95,000-INDIAN AVENUE-7 DELUXE FURNISHED UNITS, POOL, PLUS CORNER ADJOINING LOT. SEE MR. SAVIN.

LOTS

\$1695-75'x100'. NEAR INDIAN AVENUE. HURRY FOR THIS!
 \$4200-100'x128'-LEVEL LOT NEAR PALM CANYON DRIVE.
 \$8000-DEEP WELL AREA - 100'x100' - IF CONTRACTOR-OWNER GETS CONTRACT TO BUILD FOR BUYER. SEE THIS!
 \$60,000-CHOICE HOTEL SITE-250'x128' CORNER. SEE MR. SAVIN.

AMY NELSON, Realtor

2277 North Palm Canyon Drive-Ph. FA 5-5254, FA 5-5545
 San Clemente Office 508 No. Highway 101 - Phone Hy. 21121

FOR RENT

BEAUTIFUL DELUXE HOMES
IN EXCLUSIVE LOCATIONS

DEEP WELL AND LAS PALMAS AREAS

2 - 3 OR 4 BEDROOMS

WITH HEATED AND FILTERED POOLS.

LANDSCAPED AND WALLED.

COMPLETELY FURNISHED.

READY TO MOVE IN.

FOR A PERIOD OF 3 TO 6 MONTHS.

\$750 TO \$1750 PER MONTH.

RUSSELL WADE, Realtor
LEW LEVY -- Associate

MEMBERS PALM SPRINGS REALTY BOARD

850 SOUTH PALM CANYON DRIVE—PHONE FA 5-2855 or FA 4-9282

Apartments for Rent 43

IN THE EXCLUSIVE
400

1 AND 2 Bedroom apartments luxuriously furnished. Spacious grounds. Heated Pool. Adults. No pets. In wind sheltered Tennis Club area. 3 blocks from center of Village. \$2500 to \$3500 for season. 400 W. Arenas Road. Phone FA 5-2293

Sunset Towers

BEAUTIFULLY FURNISHED studio, 1 and 2 bedroom apartments. By day, week, month or season. Special very reasonable rate on yearly lease. Pool, switchboard, maid service. 140 Via Lola. Next to Don The Beachcomber. Ph. FA 5-5279.

NEW gorgeously furnished 2 bedroom, built-in kitchen, heated pool, TV, maid, linen, dishes, silver, etc. Weekly, monthly or yearly. 1425 Via Soledad, corner Sonora, 1/2 block off Palm Canyon. Ph. FA 4-2682.

LOW RENT. Furnished apartment \$62.50 month, including utilities. Near Palm Springs. Good deal for permanent tenants. Also a furnished house \$80. Call Cal Brown, FA 8-2279 or Mrs. Workman FA 4-2637.

CASA MARGARETA HOTEL rooms, also furnished studios with complete kitchens, TV, heated pool. Weekly, monthly or seasonal. \$90 and up. 336 Paseo El Mirador. FA 5-3385.

NEW 2 bedroom unfurnished apartments. Private yards, good view, children accepted. \$125 month. 516 Desert Way. Phone FA 5-5921.

DESIRE gentleman to share beautiful 2 bedroom apartment with pool and patio. Moderate. 981 Camino Parocela, Apartment 1. FA 4-2031 or FA 4-9428

UNFURNISHED 1 bedroom apartment, almost new. Year lease. Very reasonable. To see call at apartment 3, 473 Avenida Olancha or Ph. FA 5-7998.

FRESHLY furnished 1 bedroom apartment. Adults only. No pets. South End. Block from bus.

MR. MURPHY FA 5-5102

\$35 A WEEK and up. Rooms and units. Lovely warm pool with or without kitchen. 315 Camino Roma, El Camino Hotel.

STUART MANOR NOW open. New large furnished studio apartments. Pool. 560 Grenfall

LARGE new furnished studio apartment. Utilities. \$100 month. Couple. 338 N. Calle Santa Rosa

NEW studio and single apartments, on lease. Refrigerator and stove in. FA 5-6577.

Houses For Rent 46

RENT or SELL. Protected South end. 3 bedrooms furnished. Large roses, palms, citrus. See most unusual pool area in town. Sell \$33,000. Rent with option to buy and rent to apply. For week season or year. FA 5-2373.

RANCH style home, 4 bedrooms, 4 1/2 baths, completely furnished, 3 fireplaces. Heated Pool. 1350 Tachevah. Earle C. Strebe. Ph. FA 5-2626. Courtesy to Brokers.

NEW completely furnished 3 bedrooms, 2 baths. TV, Heated Pool, beautifully landscaped, near schools. \$450 month. Phone FA 4-2629

4 BEDROOM house, 3 baths, Pool, enclosed outside patio. Completely furnished. See your Broker or Ph. FA 4-1600.

LARGE POOL — 4 bedrooms, 4 baths, furnished. Walled corner lot, close in. Available now. 457 N. Palm Canyon FA 5-2734

UNFURNISHED one bedroom house, fireplace, fenced lot. 1054 Tamarisk Road

The Desert Sun Friday, Jan. 3, 1958

BEAUTIFUL
DESERT HOME

3 BEDROOMS, 2 baths, living room with custom bar and sliding glass doors opening to beautiful swimming pool and large fenced lot. Excellent location. Completely furnished. Available immediately. \$500 per month.

THREE

1 BEDROOM UNITS. LIVING room, kitchen, custom furniture, sliding glass doors open to SWIMMING POOL. Beautifully landscaped. Lots of privacy. Excellent south end location. Will lease all as one or separate units, \$250 per month each unit or less for longer period.

Peter B. Sheptenko
475 N. Palm Canyon Drive
PHONE FA 5-2727

Trailer Rentals 49

FOR RENT — Furnished cottage trailer. \$50, or \$15 week. Palm Springs Trailer Correl.

Musical Instruments 50A

Spinet Piano \$17.50 Month
Electronic Piano \$13.50 Month
Organ, with lessons, \$23.50 Month
New - Used Band Instruments

YATES MUSIC CO.
THE PLAZA CORNER INDIAN

STEINWAY Baby Grand Piano, late model. Beautiful case \$1200. Can be seen by appointment. Phone FA 5-6732

Household Goods 50

PRE-INVENTORY
SALE

20% TO 50% OFF

END tables, lamps, vases, Showcases and fixtures for stores, all kinds of restaurant equipment. New and used roll-away beds, baby beds, mattresses, new electric and gas ranges, refrigerators, new and used coolers, all kinds of china and aluminum umbrellas, chairs, lounges and pads, all types, pool furniture, antique organ, also small 88 base accordion. Come in and look around the item you need might be here!

PAVNY'S

1001 S. PALM CANYON, FA 5-7242

USED Serval gas refrigerator \$65. Hot Point electric refrigerator \$99.50. Used chairs and davenport \$10 and up. Used mattresses \$10 up. Used vacuum cleaner \$12.50.

Maher's Factory
Outlet

4765 E. Ramon Rd. Ph. FA 4-9641
NEW AND USED FURNITURE

PAVNY'S

1001 S. Palm Canyon Drive
OVER 70 per cent of the people that have shopped at our store, since our pre - inventory sale have saved from 20 to 50 per cent.

IT IS NOT too late for you to take advantage of these savings.

FURNITURE

Complete home furnishings. Our prices and easy payment terms are right. Open daily except Sundays, Thursdays to 9 p. m. Many specials—come in and browse. Ramon Road and Sunrise. Phone FA 5-2173.

RAMON MODERN FURNISHINGS

HERB Rogers, former operator Palm Springs Playhouse has for sale 300 director's chairs at 1/2 price, large circular rug and pad 26 x 30, draperies and miscellaneous. Ph. FA 5-6409, if no answer write P.O. Box 2306.

NEW AND USED REFRIGERATORS AND WASHERS

Anthony's Refrigeration Co.
864 Broadway Cathedral City

REFRIGERATORS, rugs, lamps, drapes, tables, miscellaneous. Stermer's Furniture Mart for newly Wilguy's Tramview. Ph. FA 8-3935.

GENERAL Electric stove and Thor automatic washer, both excellent condition. \$85 each. Ph. FA 4-9638 or evenings FA 5-7143.

9 x 12 RUG and pad, like new, \$25. Hutch, desert color, fine wood and construction, \$40. 615 Indian Trail — FA 5-6951

SERVEL refrigerator, excellent condition, \$50. Also unusual Chinese modern coffee table. Phone FI 6-6345

Early American Furniture Reasonable Phone FA 5-7848

TABLE and 4 chairs, gas range, desk, hall runner, rug. All for \$50. FA 5-7570.

GREEN couch \$25, green chair and Ottoman \$10. PHONE FA 5-2089

1 BEDROOM furnished house, electric kitchen, fireplace. Adults. EX 4-2481.

PHONE FA 5-5005 for Classified Ads.

START THE NEW YEAR RIGHT

WITH AN

OK --- USED CAR --- OK

1953 CADILLAC \$1295

CONVERTIBLE. FULL POWER. WHITEWALL TIRES.
BEAUTIFUL LOCAL CAR.

1952 JAGUAR \$895

4 DOOR SEDAN. WHITEWALL TIRES, RADIO, HEATER.
THIS ONE YOU MUST SEE.

1952 FORD \$695

RANCH WAGON, V8, OVERDRIVE, RADIO, HEATER.

1950 FORD \$345

SEDAN, CUSTOM V8, OVERDRIVE,
RADIO, WHITEWALL TIRES.

OPEN SUNDAYS

STACK CHEVROLET

TWO LOCATIONS:

330 SUNNY DUNES ROAD AND 682 SOUTH PALM CANYON
PHONE FA 4-9166 — PHONE FA 4-9167

JUST ARRIVED

A SPECIAL SHIPMENT

OF BRAND NEW

1957 THUNDERBIRDS

YOUR CHOICE OF COLORS

AT BARGAIN PRICES

TWO WITH SPECIAL
270 HORSEPOWER MOTORS

WE WILL NOT BE UNDERSOLD!

BEN COWAN FORD-EDSEL

66-359 HIGHWAY 111

PHONE FA 8-2181

Trailers For Sale 51

MOBILE HOMES

Year-End Clearance

16' TO 50' — 8 AND 10 WIDE

Angelus

Roadcraft

Kenshill

Clean Used Trailers

Free Delivery — Low Interest

Harold Onken

SALES

1661 8TH ST. — RIVERSIDE

PHONE OV 3-9700

BRAND NEW 1958

TRANSA HOME PROVINCIAL

40' — 10 WIDE, set up on lovely

corner lot in Ramon Park. Wall

to wall carpets, garbage disposal,

lamp, tables, etc. Has never

been occupied, can move in at once. FA 4-9477.

ROADCRAFT — United, 10 Wide

and 2 bedrooms, front kitchen

TERMS — TRADE — LEASE

HEMINGWAY'S

MOBILE COACH HOMES

1563 S. PALM CANYON

RAMADA, 1957 Flamingo 44' Provincial, "Top of World" view, 5

year lease and option.

ALSO — 1956 Ideal 20' travel

trailer \$1650, Desert Hills Trailer

Park, Space 109.

SAHARA PARK — Priced to sell,

45' Roadcraft, 2 bedroom, new

cabinets 12 x 30. Large

walled in patio, view lot. Owner

in East. Get key at lot 178.

LOT 141, Morroco Street, Sahara

Park — Trailer, cabana, ramada.

Completely furnished, sprinkling

system, Choice corner lot, near

pool and club house.

1957 28' ROD AND REEL. Like

new with awning and extras.

\$4200, will take \$3000, terms.

Owner, lot B-30, Rancho Park.

1956 — 40' WESTCRAFT, like new

Extra closets and drawers. Cooler,

forced air heating. My equity

\$1000. Ph. FA 8-3710.

1957 UNIVERSAL 40' — 2 bedroom,

wall to wall carpeting, excellent

condition. Lot 60, Desert Hills Trailer

Park.

17' COTTAGE trailer, awning,

landscaped view lot. Ramon

Trailer Park, Lot 73.

1957 ABC 42' trailer, like new, 10

wide Ramada. 1 year old. Lot

228, Sahara Park.

WILL TRADE 1 acre homesite in

Elsinore for vacation trailer. Box

188, Horizon Trailer Park.

1954 TERRY 22' Modern, 2 doors.

Good as new, \$1500. See Jim at

Indian Wells Trailer Park.

A SOUND NEW YEAR'S RESOLUTION

SEE --- DRIVE --- BUY

A SAFETY TESTED USED CAR

AT CADILLAC CORNERS

NEVER HAS ANY DEALER OFFERED A BIGGER BARGAIN TO THE PUBLIC. SEE THEM... TODAY!

| | GOING RETAIL PRICE | PRICE YOU PAY | YOU SAVE |
|---------------------------------|-----------------------|------------------|-------------|
| 1957 Oldsmobile Sedan | \$2870 | \$2570 | \$300 |
| 1956 Cadillac De Ville Sedan . | \$4355 | \$3695 | \$660 |
| 1956 Cadillac Sedan | \$3435 | \$2995 | \$440 |
| 1956 Cadillac Convertible . . . | \$3870 | \$3395 | \$475 |
| 1955 Cadillac Convertible . . . | \$3120 | \$2720 | \$400 |
| 1955 Cadillac Sedan | \$2745 | \$2345 | \$400 |
| 1956 Oldsmobile 88 Hardtop . . | \$2315 | \$2015 | \$300 |
| 1956 Mercury Montclair | \$2000 | \$1700 | \$300 |
| 1955 Oldsmobile 98 Hardtop . . | \$2375 | \$1875 | \$500 |
| 1955 Ford Wagon | \$1890 | \$1590 | \$300 |

ALSO: ONE 1956 CHEVROLET BEL AIR HARDTOP GUARANTEED 6,235 MILES WITH AIR CONDITIONING, POWER GLIDE, RADIO, HEATER, WHITE TIRES, TINTED GLASS, ETC. \$2195; ONE 1955 MERCURY SEDAN, MERCOMATIC, RADIO, HEATER, ETC. GUARANTEED 18,000 MILES, \$1350; ONE 1954 OLDSMOBILE SEDAN, HYDRAMATIC, RADIO, HEATER, ONLY \$975; ONE 1953 CHEVROLET HALF TON PICKUP, ONLY \$575; ONE 19.1 BUICK SUPER SEDAN \$325.

Palm Springs' Oldest Dealership--Established 1937

MEMBER PALM SPRINGS CHAMBER OF COMMERCE

Plaza Motors Cadillac-Oldsmobile

290 NORTH INDIAN AT AMADO

PHONE FAIRVIEW 5-2572

Misc. for Sale 60

UTILITY trailer, all metal, new tires, \$75.

BOX SPRINGS and mattress, \$35. Single box springs and foam rubber mattress, like new, \$40. RELAX-A-CIZOR, used little. \$75. Phone FA 5-6357

USED 24" TV \$110. Small new Philco radios, and phonographs at cost. About 30 case beer or coke box \$145. Small house refrigerator \$40. Motors up to 3 h.p. Ph. FA 4-2502.

\$3000 DARK wild ranch mink coat, full length, like new, size 18. Sell for \$1200. 1245 N. Indian Phone FA 5-6938

MAJESTIC Grundig console, S.N. An, short wave, and record player, model 7661 W, with 3D, \$175. FA 8-3348.

PRECISION machine work. Milling, surface grinding, model design, Palm Springs Engineering Phone FA 5-5411

MAN'S clothes, size 40, 3 suits, slacks, top coat. Like new. 410 Paseo El Mirador (rear), Sat. or Sun. 2 to 4.

FISCHER ultra violet ray machine. Automatic timer. Slightly used. Cost \$275, sell for \$150. Phone FA 5-6619

FIREWOOD eucalyptus Mesquite, tamarisk, grand, colored rocks, cactus plants. FA 8-3761.

FIREWOOD Good Eucalyptus —Delivered PHONE FA 5-2701

FIREWOOD, walnut and apricot \$30; olive and eucalyptus \$36. Call Hemet, Olive 8-3704.

ROCKS or BOULDERS — Of all colors and sizes, easy to get too. Pavy's, 1001 S. Palm Canyon Dr.

Wood -- Pavnys

1001 S. Palm Canyon FA 5-7342

Misc. Wanted 61

WANTED — Chinese Oriental rug

approximately 10 x 12 or 12 x 15.

Must be good condition. Parker

Rug Cleaners, FA 5-2433, ask for Parker.

GUITAR WANTED

MUST BE IN GOOD CONDITION

REASONABLE

Write Desert Sun, Box 190, file A-9

Palm Springs, CA 92262

Pets-Poul.-Livestock 65

EXCEPTIONALLY nice small

Chihuahua puppies, A.K.C.

Shown by appointment.

140 W. ALEJO FA 5-2475

HALF Shetland and half Welch

pony, 48" high, 7 years old.

\$250. Ph. FA 5-7384.

BLACK and white thoroughbred

with papers, needs good home.

Phone FA 4-9520

POODLES, all colors, toys and

miniatures, \$100 up. Poodle

Shoppes, Rancho Mirage, Ph. 8-2820.

FRENCH POODLES

Cocoa Browns — A.K.C. — \$50

2114 Calle Felicia — FA 4-2502

TOY FOX TERRIERS — Pure

bred puppies.

Phone FA 5-5305 Evenings

Pets-Poul.-Livestock 65

STUD SERVICE: White toy poodle champion pedigree, A.K.C. registered. K. Hice, 1926 Martha Lane, Santa Ana, KI 3-0917

WELSH Terriers - Male, 4 months, A.K.C. Sire, Filstead Revelation, dam Willowell Nugget. 609 Central, Loma Linda, PY 6-3363

A.K.C. GERMAN-Shepard puppies Black and tan or black and silver. Ph. FA 4-9258.

Used Cars for Sale 70

PALM SPRINGS

BUICK

1952 CHEVROLET \$495

4 DOOR

1953 BUICK \$895

4 DOOR

1956 CHEVROLET 1395

4 DOOR

El Mirador Hotel to Start Western Steak Barbecues As Weekly Event, First Tuesday

El Mirador Hotel's outdoor Western Steak Barbecues were so successful during the holiday season that President Ray Ryan has announced that it will be a weekly event starting Tuesday, Jan. 7.

To be held at the foot of Mt. San Jacinto, the event will be preceded each Tuesday by a cocktail hour in the Kiva Room from 5 to 6 p.m. Choice cocktails will be served at popular prices and Tex Kidwell, the singing cowboy, will entertain.

PROMPTLY AT 6 o'clock, at the entrance of El Mirador Hotel, a group of typically western conveyances, including a tallyho, stage coach and hay wagon, will transport guests to the barbecue site.

There the guests will find tables

set in a circle about the blazing campfire and lighted by western flares. The western style menu will include BBQ'd steak, baked beans, BBQ'd corn, salads and apple pie with cheese.

A revival of storied western campfire singing will be a highlight of the weekly barbecue. After dinner, chairs will be placed in a circle surrounding the campfire and Tex Kidwell will entertain, conduct community singing and emcee impromptu entertainment by talented guests.

PARTICIPATION WILL be by reservation only and must be made through El Mirador Hotel's Maitre d' Charles Nasko. Reserved tickets will be available at the barbecue site.

Western garb is recommended,

but you can come as you are, and horses will be available at the Jim Chandler Stables for those who wish to ride.

Prison Preferred Because of Bath

CONNERSVILLE, Ind. — Mrs. Ruth Wilson, 39, said she is innocent of forgery charges but pleaded guilty in order to be transferred to Indiana women's prison. The state prison has a bathtub, she said, the county jail doesn't.

Longitude, or east-west distance, could not be measured exactly until 1740, when the chronometer was invented.

Absolute zero, at which all molecular motion supposedly ceases, exists at 459.9 degrees below Fahrenheit zero.

Sun Classified Bring Quick Results

KON TIKI

"Adventure in Good Food"

Featuring Cantonese Dinners and Steaks From Our Broiler

Located in the Center of the Village
Andreas Road Near Indian Avenue

Closed Tuesday

Phone FA 4-2915



TEX KIDWELL AND Joan McManus, entertainment and social directors respectively of El Mirador Hotel, are pictured above telling their friends all about the hotel's newly announced weekly Western Steak Barbecue. The event has its debut Tuesday evening, Jan. 7. (Conrad Hug Photo)

Many Prizes Await First Baby of Cathedral City Area

As yet unborn, the first Cathedral City area baby born in 1958 has a host of prizes waiting.

Merchants within the area from Laurye's Steak Ranch to and including Thunderbird, have donated gifts totaling more than \$150 in value to the parents of the first baby born this year.

The only requirement to become winner of the prizes is that the child's parents must work or live in the area from Laurye's Steak Ranch to and including Thunderbird, from the wash to the mountains, or out Dale Palm Drive to Ramon Road.

GIFT PRIZES RANGE from a table radio and dental service for the mother, to a full case of evaporated milk for the baby.

This is the third year that the New Year's Baby Contest has been held and sponsored by the Cathedral City Area Business Association. Last year the winner was Mrs. Gene Bowman of Bowman's TV, and the year before merchants doubled their gifts because Mrs. Jessie Gomez, winner, gave birth to twins.

POSTED BY DERBY chairman Dr. Robert Bertrand, the prize list features:

Bob Irvine, a gift from Cora's Baby Shop; Butterworth's Gem Shop, a bracelet; Rupp's Hardware, merchandise certificate; Scott's Desert Wear, merchandise certificate; Security First National Bank of Cathedral City, a savings account with \$5 deposited. Wholesale Electronics, a "baby sitter" intercom; Dr. Winkler, dental service for mother; Warner and Flora Otto, baby blanket; Ivan Sparr, baby food; Woodfin Motors, service for parents' car; Bowman Television, table radio.

FRED HEPNER Auto Upholstery, \$10 applied to purchase price of seat covers for the family car; Russ Messic AI-TV, one free service.

LAND OF LAMPS NEW LOCATION 180 E. Tahquitz Dr.

- Complete Line of Shades
- Custom Mountings
- Lamp Repairs

Land of Lamps
Phone FA 4-9358

IN LOS ANGELES



3191 W. 7TH ST.
LOS ANGELES 5

The delightful Country Club Apartment Hotel in Phoenix is an oasis in the desert, offering comfort and relaxation in beautifully livable apartments. Living room, kitchen, dinette, bedroom apartments or charming hotel rooms. Heated swimming pool. Across from the Phoenix Country Club. Also in Phoenix, The Turney Square Apts., Bel Aire Apts. and Patio Royale. Rates of all on request.

Phone Amherst 6-2443
Vern West, Mgr.

3030 North 7th Street
Midwest Operated Hotel
George E. Goldberg, owner.

The delightful new decor and ideal location of the Chancellor Hotel make it the perfect place for your Los Angeles headquarters. A block from Wilshire Blvd. and half block from the Ambassador Hotel, within easy reach by car, bus or auto of the downtown or Beverly Hills shopping districts. Rates: Singles \$6 & up, Doubles \$8 & up, Suites \$15 & up, per day. TV available.

Phone Dunkirk 3-1183
CLAUDE A. PARKER, Manager



3030 N. 7TH ST.



Why should I buy my USED CAR from my Palm Springs New Car DEALER?

Here's Why

1 YOU GET QUALITY

Your Palm Springs New Car Dealer selects only the BEST of his trade-ins for resale to his used car customers. Cars which need considerable repair or those which do not measure up to QUALITY standards are wholesaled to used car dealers.

2 YOU SAVE MONEY

Your Palm Springs New Car Dealer's main business is New Cars. He has financial stability and business permanency. His cost of operation does not depend solely on profits of used car sales. His business has various sources of income. Therefore, he can afford to sell his Used Cars for LESS. This saves you money.

3 YOU GET THE BEST SERVICE POSSIBLE

Your Palm Springs New Car Dealer must meet high factory service standards. Service and repairs are done on your car right here in Palm Springs and by professional, trained mechanics of many years experience and using the best and latest up-to-date equipment. This saves you time and money and assures that your car will operate efficiently and economically to your satisfaction.

4 YOU GET MORE WHEN YOU SELL OR TRADE

Your Palm Springs New Car Dealer, by selling you a GOOD USED CAR, expects that some day he will get it back in trade for a later model or a brand new car. He depends on your GOOD WILL and SATISFACTION. And he will give you much more not only because he KNOWS the car but because you already are HIS CUSTOMER.

TERMS? CERTAINLY...

And because we are Direct Factory Dealers you have the Advantage of LOW FINANCING Costs

CALL US TODAY OR
COME IN FOR
FREE APPRAISAL

Your Friendly

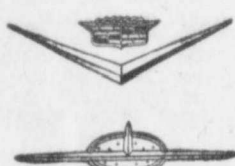
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Cars and Trucks
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Phone FA 4-9166



Plaza DeSoto - Plymouth

191 South Indian
Phone FA 5-7022



Ben Cowan Ford - Edsel

Cars and Trucks
66-359 Highway 11
Phone FA 8-2181



Palm Springs Lincoln - Mercury

335 East Sunny Dunes
Phone FA 4-1201